SALES & MARKETING MANAGEMENT

AUGUST 13, 1990 □ A BILL PUBLICATION □ EIGHTY DOLLARS

1990 SURVEY OF BUYING POWER

SECTION A: USER'S GUIDE AND HIGHLIGHTS

SECTION B: SUMMARIES AND METRO MARKET RANKINGS

SECTION C: METRO, COUNTY, AND CITY DATA BY STATE

A Bill Publication
Established 1918

SALES & MARKETING MANAGEMENT

1990 SURVEY OF BUYING POWER
AUGUST 13, 1990

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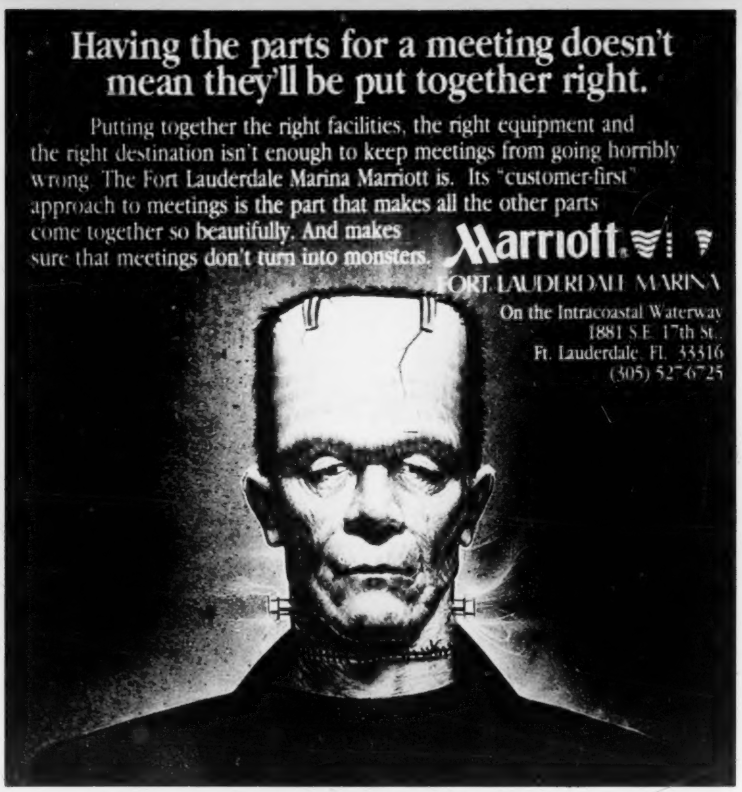
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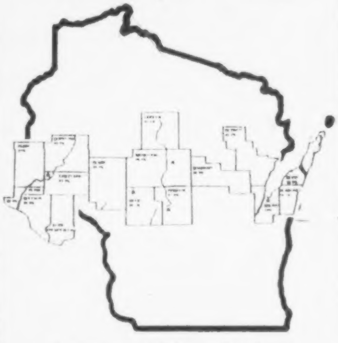

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SECTION A

USER'S GUIDE

A USER'S GUIDE TO THE SURVEY OF BUYING POWER

A sampling of some of the many ways the Survey can be used for sales, marketing, and advertising applications.

HOW THE GUIDE IS ORGANIZED

This User's Guide has been divided into three basic sections: Sales, Marketing, and Advertising. Each one offers a sample of applications that can be expanded upon according to your specific needs. To acquaint yourself with the Survey, locate the appropriate section that relates to your industry and take a minute to read through the outlined procedures. The examples provided will get you started toward generating the information and answers you require.

SECTION 1: SALES
A. Measuring Sales Performance
B. Setting Sales Goals
C. Setting Sales Quotas
D. Territory Analysis

SECTION 2: MARKETING
A. Measuring Market Potential
B. Developing Marketing Strategies and Distribution Channels
C. Evaluating New Product Potential

SECTION 3: ADVERTISING
A. Test Market Selection
B. Co-op Advertising Allocation
C. Media Allocation
D. Media Selection

SALES PLANNING APPLICATIONS

A. Measuring Sales Performance

How do you determine how well your sales force is doing? Is a salesperson who exceeds quota by 20% really performing better than someone who may have only achieved last year's projected levels? The answer isn't as simple as you might think, since it involves a number of other factors, not the least of which is the statistical makeup of the territory itself. To sort through these complexities, you're going to need an objective measurement of performance, and this is where the *Survey of Buying Power* can help.

Research on buying trends has indicated that consumers with the same *demographic* and *economic* profiles—and with access to similar channels of *distribution*—will normally buy the same quantity and quality of product. However, finding a way of equitably comparing markets based on these three factors is not an easy task, and this is where S&MM's Buying Power Index, or BPI, is most valuable.

By combining total population, income, and retail sales data—and assigning appropriate weights to each of these factors—a BPI is produced that charts the potential of a particular metro, county, or city relative to the U.S. as a whole (U.S. = 100.0000). And because the BPI compares all markets equitably, it can also be used as an indicator of sales potential through the construction of a Performance Index (PI).

To calculate a PI, simply take your annual sales—in this case we'll use 1 million pairs of shoes—and multiply that figure times the BPI for a particular market. Using the New York metro market as an example (BPI = 3.5355), this gives you a total of 35,355 pairs of shoes, which becomes the Sales Measurement (SM) for this particular territory.

This figure can be broken out further by utilizing the BPIs for the various counties that make up the New York market, which will in turn reveal the specific geographic areas where sales are lightest and heaviest. Once the Sales Measurement figure has been calculated, a Performance Index for the market (or any of its components) can then be constructed.

Continuing with this same example, if it is determined that actual sales in this market totaled 50,000 pairs of shoes, you divide actual sales by the SM figure, according to the following formula:

$$\text{PI} = \frac{\text{Actual Sales}}{\text{Sales Measurement}} \quad \text{or:}$$

$$\text{PI} = \frac{50{,}000}{35{,}355} \quad \text{which equals:}$$

$$\text{PI} = 1.41, \text{ or } 141.$$

Since the Performance Index for the New York metro is greater than 100, this indicates that actual sales in this market exceeded those shown by the Sales Measurement figure (BPI × Total Sales) by roughly 41%. However, if the PI figure turns out to be less than 100, this indicates that there is room for improvement. Of course, your product may be a bit more complicated than shoes, in which case you'll want to construct a custom BPI for calculating the Sales Measurement portion of your PI. For example, if you're selling a more specialized product, like running shoes, your market is much more limited than that for shoes in general. By using more specific factors in your BPI—consumers between the ages of 18 and 34 with household incomes over $25,000, for instance—you can effectively narrow your market profile. For a more in-depth explanation of how such a BPI is calculated, see the Survey Highlight on "How to Construct a Custom BPI" on page A-15.

B. Setting Sales Goals

If you've found that the Survey's BPI works for your particular product or service, or if you've constructed your own custom BPI, you can then use that figure to set goals for your salespeople in their individual territories.

Using the same example as in the previous section, if you're planning on increasing production by 10%—to 1.1 million pairs of shoes, don't simply add 10% to your actual New York sales of 50,000. Instead, go back and multiply

SURVEY HIGHLIGHT

Metros with the Highest (and Lowest) Median Age:

The 10 Oldest . . .

Rank	Metro	Median Age
1.	Sarasota, FL	51.1
2.	Bradenton, FL	45.7
3.	Fort Myers-Cape Coral, FL	43.1
4.	Daytona Beach, FL	42.2
5.	West Palm Beach-Boca Raton-Delray Beach, FL	42.1
6.	Fort Lauderdale-Hollywood-Pompano Beach, FL	41.1
7.	Tampa-St. Petersburg-Clearwater, FL	40.9
8.	Naples, FL	40.5
9.	Fort Pierce, FL	39.9
10.	Ocala, FL	38.7

. . .and the 10 Youngest

Rank	Metro	Median Age
311.	Champaign-Urbana-Rantoul, IL	27.1
311.	Grand Forks, ND	27.1
313.	Killeen-Temple, TX	27.0
313.	Lawton, OK	27.0
315.	Laredo, TX	26.9
316.	Lawrence, KS	26.7
317.	Fayetteville, NC	26.5
318.	Bryan-College Station, TX	24.6
319.	Jacksonville, NC	23.8
320.	Provo-Orem, UT	23.3

SOURCE: *Sales & Marketing Management; 1990 Survey of Buying Power.*

the BPI by your new target figure of 1.1 million, which gives you a revised goal of 38,891.

Since you already know that sales in this market are 50,000, you can safely assume that even if there is little or no change in New York's level of performance, sales will exceed the goal for the coming year. This leaves you free to concentrate your efforts on weaker markets, and at the same time it doesn't penalize your New York salespeople for doing a better-than-average job.

Now let's move on to another example, looking at a product with a completely different kind of sales-related problem.

Let's say that your company sells briefcases. From your experiences in this market, you know that young adults buy proportionately more briefcases than older people. Therefore, by locating areas where the age mix of the population is above or below the national average, you can isolate the markets where your prospects are best. A typical example of this kind of situation occurs in the state of Florida.

The Sarasota metro area, with a relatively good-sized population of 266,800, has a median age of 51.1 years, compared with a U.S. average of 33.0. On the other hand, the median age in the Tallahassee metro (which is nearly the same size as Sarasota) is only 29.2. However, if all we look at are the BPIs for these two markets, we might assume they're not that dissimilar, since Sarasota's BPI of .1286 is only slightly higher than Tallahassee's .0891.

For a company selling briefcases, the obvious solution is to construct a custom BPI utilizing median age as the demographic component rather than total population, and possibly selecting a narrower income group, say $35,000-$49,999, as well as a more specific distribution channel (General Merchandise stores), making sure that these factors are weighted according to their relative importance.

C. Setting Sales Quotas

What is a fair quota? Basically, it can be defined as one that offers a realistic opportunity of being accomplished, as well as including the possibility of special awards for truly superior performance. In any case, fair does not always mean equal, since no two organizations deal with the same set of problems or challenges in the same way. But by utilizing the data in the *Survey of Buying Power*, you can develop a basic quota-setting system that can be easily altered to meet the specific needs of your product or service.

As a point of departure, assume that a fair quota is an achievable one, although any quota-setting procedure should first consider the individual salesperson. In other words, you must be able to evaluate past performance as part of the process. In addition, this same quota should realistically reflect the volume of goods or services that management believes can be sold in a given territory. In short, only a quota system that incorporates both experience and potential can truly be called fair.

As an example, let's take a company that manufactures tennis rackets with a national sales goal of 550,000 units. According to its own custom BPI, the figure for the Washington, DC, market is 2.3962, which translates to a quota of 13,179 units in this metro.

However, based on sales from the previous year, Washington has been shown to have a Performance Index of 118, which means that it is already above average in terms of its share of national sales. But a review of the territory's actual geographic boundaries reveals that—in addition to the Washington, DC, metro area—it also includes several counties in Virginia (Fauquier, Culpepper, Orange, Spotsylvania, Caroline, and King George) that are not part of the metro, some of which (Orange and Caroline) recorded no sales at all last year. In addition, since there are a number of cities in Virginia that are considered independent counties, the city of Fredericksburg must also be added to the territory. What this means is that custom BPIs for these outlying counties must also be calculated (even though some did not contribute to overall sales) and added to that of Washington, which results in a total BPI of 2.5337, with the Performance Index changing to a more modest 101.

As you can see, setting a quota for the Washington, DC, territory meant looking at the *total* geographic area, not just at the core metro where sales are the highest.

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SURVEY HIGHLIGHT

Metros with the Highest Percentage of Households with Incomes of $50,000 or More

Metro	% of Households with EBIs of $50,000 +	1989 Median Household EBI
Nassau-Suffolk, NY	44.8%	$45,711
Bridgeport-Stamford-Norwalk-Danbury, CT	43.9	42,568
Middlesex-Somerset-Hunterdon, NJ	43.2	44,455
San Jose, CA	40.8	42,126
Washington, DC	40.4	41,545
Bergen-Passaic, NJ	39.7	40,808
Trenton, NJ	37.6	39,025
Newark, NJ	35.9	37,359
Manchester-Nashua, NH	35.5	38,856
Anaheim-Santa Ana, CA	34.4	37,614
Oxnard-Ventura, CA	34.1	37,524
San Francisco, CA	33.8	36,012
Lake County, IL	33.0	37,577
Monmouth-Ocean, NJ	33.0	35,845
Boston-Lawrence-Salem-Lowell-Brockton, MA	32.0	35,430
Oakland, CA	31.6	34,914
Hartford-New Britain-Middletown-Bristol, CT	31.2	36,032
Anchorage, AK	30.9	34,843
New Haven-Waterbury-Meriden, CT	30.0	34,456
Portsmouth-Dover-Rochester, NH	29.8	35,538
Honolulu, HI	29.3	33,168
Seattle, WA	29.2	34,230
Kenosha, WI	27.4	34,403
Los Angeles-Long Beach, CA	27.3	30,489
Santa Rosa-Petaluma, CA	25.9	31,297
U.S. Total	**18.6%**	**$25,976**

SOURCE: Sales & Marketing Management; *1990 Survey of Buying Power.*

Finally, setting sales quotas also means assigning each part of a territory its rightful share of the total selling effort. If the index for a particular area proves to be below par (under 100), then it must be brought up to its proper level of performance via a carefully planned annual increase that does not overstate reality. Remember, to expect such a change to occur in the course of a single year might be asking more of your salespeople than they can legitimately handle.

D. Territory Analysis

Sales territories are all too often designated according to historical record rather than by an objective analysis of potential or performance. Through the use of Survey data, however, management is afforded the opportunity to undertake an objective process that identifies and meets territorial needs.

The first step is to utilize the aforementioned method of measuring territories for their sales potential. Ideally, all territories should have approximately the same collective BPI, either regular or custom.

One of the functions of management is to know whether there is a major buying office in a particular territory, and if this is the case, that factor needs to become part of the BPI equation for that territory (as well as for any surrounding territories).

Say you're the sales manager for a new product line being introduced by an existing company. The line consists of men's clothing, and up to this point, your company was selling only women's clothing. Since you'll be starting from scratch with a separate sales force, you'll first need to establish your sales territories. Your initial budget allows for the hiring of 12 salespeople, and with this in mind, you now need to decide where your territory boundaries should be drawn in order to ensure the best possible coverage.

In the November *Survey of Buying Power-Part II*, you'll find metro market rankings for Men's and Boys' Clothing sales, which should help you identify the top markets for your initial effort. By creating a custom BPI for your product, you can then identify the size of the territory you'll want covered by each individual salesperson. By doing this, you'll eliminate the necessity for cutting back on territories later on, while at the same time getting the maximum effort from each of your salespeople, since they'll be concentrating on an achievable, workable territory that has been efficiently planned.

MARKETING APPLICATIONS

A. Measuring Market Potential

In order to make the most efficient use of the *Survey of Buying Power* in a marketing situation, the first thing you need to do is identify your markets and territories in a manner that's consistent with the Survey's geography. Markets can be identified at a number of different levels—regions, states, metros, counties, or even cities with populations of 40,000 or more.

In addition to this, company sales records should be structured in such a way as to provide information that can be used to measure market potential. In other words, your internal data must conform to one or more of the above-mentioned geographic configurations.

Having acquired such information, the Survey can then be used to measure potential by following a simple five-step procedure:

1. Identify a particular geographic segment.

2. Identify the industry/product sales for that market through the use of a standard or custom BPI (BPI × total U.S. sales).

3. Identify your actual sales in that market.

4. Calculate your share of market by dividing item No. 2 by item No. 3.

5. Identify the potential for a particular market by multiplying total sales by the market's BPI.

With this figure now in hand, divide it into your actual sales for the market, which will produce an index of market performance. An index figure of 100 is considered par. If the figure is greater than 100, this means that a market is performing above its potential. If it's less than 100, this indicates below-average performance. For example, an index figure of 80 means that a market is performing at 20% below par or potential.

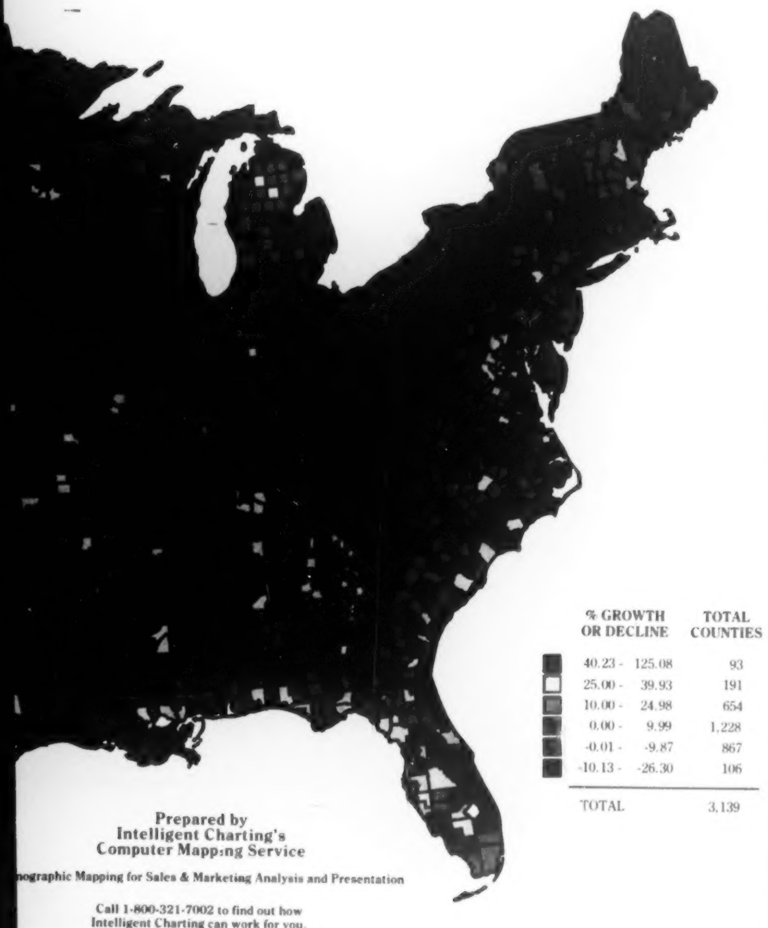
In a nutshell, here's how it works:

% POPULATION GROW

You're a manufacturer of men's dress shirts. Retail volume for the industry as a whole is $2 billion, nationwide. Your company sales are $140 million, or 7% of the market in terms of dollar volume. In the Indianapolis metro, your sales are $542,300. The custom BPI for this market is .3303.

The first thing you want to do is find out what the estimated industry sales for Indianapolis should be. Here, you multiply the BPI by total industry sales (.3303 × $2 billion = $6,606,000). Next, your basic potential in this market is calculated by multiplying your company's total sales ($140 million) by the custom BPI for Indianapolis (.3303), which equals $462,420. The final step then involves the construction of a Performance Index (PI), taking actual market sales ($542,000) and dividing it by potential sales ($462,420), which equals 117, indicating that sales in this market are 17% above the estimated

OR DECLINE), 1980-89



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potential. Using actual sales would yield an 8.2% market share.

B. Developing Marketing Strategies and Distribution Channels

As a manufacturer of a medium-priced single lens reflex (SLR) camera, let's assume that you've defined your core customer base as the 25-49-year-old age bracket—those with household incomes of $35,000 or more. In addition, because this camera is easy to operate and carries a competitive price point, it's going to be sold in general merchandise stores (department stores and discount stores), as well as in camera shops—a major departure from your previous marketing strategy.

This decision was based on test marketing that showed that sales in general merchandise stores should easily surpass those in camera shops, and since access to camera stores used to be the primary distribution-related component in your custom BPI, changes need to be made that reflect this shift in distribution.

In the past, dependency on camera stores as a main channel of distribution necessitated a national advertising campaign, and as part of the review of this strategy, a list of targeted markets and their combined coverage needs to be produced to see if this will still be necessary.

The first step involves searching out key concentrations of consumers that fit the aforementioned age and income profiles and then producing a new custom BPI based on general merchandise store sales as the distribution component. This results in the following list of metros, ranked by their new custom BPIs (which have been approximated for this example):

Metro	**Custom BPI**
San Jose, CA	10.92
Washington, DC	8.96
Brazoria, TX	7.08
Anchorage, AK	5.95
San Francisco, CA	5.82
Seattle, WA	4.36
Denver, CO	4.11
Atlanta, GA	4.02
Houston, TX	3.92
Dallas, TX	3.38
10-Market Total	**58.52**

What you find is that more than half your potential market is concentrated in these 10 metros, and when you add in the BPIs for the next 10 markets, coverage is increased to just under 75%. This means that advertising can now be concentrated within these markets without conducting a blanket campaign.

Targeted sales for the coming year have been set at 200,000 units, and by using the custom BPI you've constructed, you can easily see what share of sales each market will comprise. In addition, these figures can be checked by looking at the metro-market rankings of general merchandise store sales in Section B to see how the targeted metros compare with these listings, a procedure that can also be used with rankings for population, EBI, total retail sales, and the general Buying Power Index.

C. Evaluating New Product Potential

Say your company has created a new product that is aimed at lower-income consumers. All of your previous experience has been with the affluent market, and this is a relatively unknown world to you. How do you define and reach this new category of buyers? Using the *Survey of Buying Power*, you can put together a strategy that will

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Retail Sales
$6,199,838,000

Population
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Households
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SURVEY HIGHLIGHT

Percentage of Black Population in the Nation's 50 Largest Metros

Metro	% Black Population	Black Pop. (Thous.)
Memphis, TN	41.8%	411.8
New Orleans, LA	33.5	438.9
Norfolk-Virginia Beach-Newport News, VA	28.6	394.4
Washington, DC	27.1	919.0
New York, NY	26.3	2,265.2
Baltimore, MD	26.1	621.8
Newark, NJ	24.3	460.6
Chicago, IL	23.8	1,477.1
Atlanta, GA	23.4	660.4
Charlotte-Gastonia-Rock Hill, NC-SC	21.7	244.3
Detroit, MI	21.0	964.6
Miami-Hialeah, FL	20.7	389.6
Houston, TX	19.9	645.5
Philadelphia, PA	19.5	964.6
Cleveland, OH	19.5	359.2
St. Louis, MO	17.1	426.0
Dallas, TX	16.8	417.4
Nashville, TN	16.5	162.8
Oakland, CA	16.4	335.7
Indianapolis, IN	14.7	185.0
Los Angeles-Long Beach, CA	13.4	1,179.2
Orlando, FL	13.2	137.7
Cincinnati, OH	12.8	185.9
Fort Lauderdale-Hollywood-Pompano Beach, FL	12.8	160.4
Kansas City, MO-KS	12.6	199.4
Milwaukee, WI	12.0	168.0
Columbus, OH	11.8	159.1
Fort Worth-Arlington, TX	11.1	144.2
Tampa-St. Petersburg-Clearwater, FL	9.9	205.1
Rochester, NY	9.2	91.4
San Francisco, CA	8.4	133.9
Pittsburgh, PA	8.3	175.8
Bergen-Passaic, NJ	8.1	104.7
Hartford-New Britain-Middletown-Bristol, CT	7.7	86.3
San Antonio, TX	7.4	97.8
Nassau-Suffolk, NY	7.2	193.1
Monmouth-Ocean, NJ	7.0	69.2
Sacramento, CA	6.2	89.3
San Diego, CA	5.9	145.9
Middlesex-Somerset-Hunterdon, NJ	5.8	57.2
Boston-Lawrence-Salem-Lowell-Brockton, MA	5.6	208.9
Riverside-San Bernardino, CA	5.5	132.9
Denver, CO	5.3	89.5
Seattle, WA	3.8	71.5
San Jose, CA	3.7	53.5
Phoenix, AZ	3.2	66.9
Portland, OR	2.9	35.0
Minneapolis-St. Paul, MN	2.5	60.5
Anaheim-Santa Ana, CA	1.3	30.9
Salt Lake City-Ogden, UT	0.8	9.0

SURVEY HIGHLIGHT

Percentage of Hispanic Population in the Nation's 50 Largest Metros

Metro	% Hispanic Population	Hispanic Pop. (Thous.)
San Antonio, TX	52.2%	689.3
Miami-Hialeah, FL	45.3	855.0
Los Angeles-Long Beach, CA	36.8	3,246.2
Riverside-San Bernardino, CA	22.6	549.2
New York, NY	21.9	1,888.0
San Jose, CA	21.7	315.8
Anaheim-Santa Ana, CA	20.6	477.3
Houston, TX	19.3	627.2
San Diego, CA	18.6	462.5
Phoenix, AZ	15.7	330.3
San Francisco, CA	13.8	220.8
Oakland, CA	13.4	273.6
Chicago, IL	11.9	738.1
Dallas, TX	11.9	295.5
Sacramento, CA	11.8	170.4
Denver, CO	11.5	193.5
Bergen-Passaic, NJ	9.5	122.7
Fort Worth-Arlington, TX	9.5	122.6
Newark, NJ	8.5	161.2
Tampa-St. Petersburg-Clearwater, FL	6.0	125.1
Middlesex-Somerset-Hunterdon, NJ	5.6	55.5
Salt Lake City-Ogden, UT	5.3	57.1
Hartford-New Britain-Middletown-Bristol, CT	5.0	56.4
Nassau-Suffolk, NY	4.9	130.9
Fort Lauderdale-Hollywood-Pompano Beach, FL	4.7	58.9
Orlando, FL	4.3	44.8
New Orleans, LA	4.1	54.1
Washington, DC	3.4	127.3
Monmouth-Ocean, NJ	3.2	31.9
Boston-Lawrence-Salem-Lowell-Brockton, MA	2.9	108.1
Philadelphia, PA	2.8	140.3
Milwaukee, WI	2.7	38.3
Kansas City, MO-KS	2.6	40.8
Portland, OR	2.4	29.1
Rochester, NY	2.4	23.7
Seattle, WA	2.2	40.3
Detroit, MI	1.9	83.4
Norfolk-Virginia Beach-Newport News, VA	1.8	25.4
Cleveland, OH	1.5	28.0
Atlanta, GA	1.2	35.1
Minneapolis-St. Paul, MN	1.1	27.4
St. Louis, MO	1.1	26.8
Baltimore, MD	1.1	25.1
Memphis, TN	1.1	10.5
Charlotte-Gastonia-Rock Hill, NC-SC	0.9	10.3
Indianapolis, IN	0.8	10.6
Nashville, TN	0.8	8.1
Columbus, OH	0.7	10.1
Pittsburgh, PA	0.6	12.3
Cincinnati, OH	0.6	9.1

SOURCE: *Sales & Marketing Management; 1990 Survey of Buying Power.*

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Source: Circulation '89-'90

SURVEY HIGHLIGHT

For Richer or for Poorer: Median Household Effective Buying Income for the Top 10 . . .

Metro	1989 Median Household EBI
Nassau-Suffolk, NY	$45,711
Middlesex-Somerset-Hunterdon, NJ	44,455
Bridgeport-Stamford-Norwalk-Danbury, CT	42,568
San Jose, CA	42,126
Washington, DC	41,545
Bergen-Passaic, NJ	40,808
Trenton, NJ	39,025
Manchester-Nashua, NH	38,856
Anaheim-Santa Ana, CA	37,614
Lake County, IL	37,577

. . . and the Bottom 10 Metros

Metro	1989 Median Household EBI
Tuscaloosa, AL	$18,426
Monroe, LA	18,011
Yuma, AZ	17,789
Alexandria, LA	17,778
Gadsden, AL	17,425
Las Cruces, NM	17,042
Jacksonville, NC	16,574
Brownsville-Harlingen, TX	16,194
Laredo, TX	14,909
McAllen-Edinburg-Mission, TX	14,907

SOURCE: Sales & Marketing Management; *1990 Survey of Buying Power.*

help you identify consumers that fit your particular profile, locating markets with high concentrations of households having Effective Buying Incomes (EBIs) between $10,000 and $19,999. Once this has been done, you can establish age and distribution criteria that will help you construct a custom BPI for your product.

After laying the basic groundwork, you can then assign specific goals to your sales personnel in preselected sales areas that encompass the highest concentrations of potential customers with the characteristics you seek. This will allow you to establish, with solid objectivity, maximum sales goals in these market areas, knowing in advance that they represent an optimum concentration of the best potential customers for your new product.

For example, let's say you're currently selling a top-of-the-line, quality raincoat. Your market is secure, but it's been somewhat limited by the product's premium price. Therefore, you've decided to introduce a lower-priced "knockoff" version of the raincoat, designed to appeal to the same age segment as your premium-priced model but aimed at consumers with smaller household incomes.

The first thing you need to do is use your own internal data to identify those markets where raincoats will sell best. Remember; Los Angeles may be one of the biggest markets in the country in terms of size and spending power, but raincoats aren't going to be a particularly hot item in L.A. Here, your own savvy and sales history will tell you which markets are best.

What the Survey will then allow you to do is compare demographic and socioeconomic information on your potential customers on a market-by-market basis. If New York is currently the top market for your premium-priced product—your primary target being consumers with household incomes of $35,000 or above—then this market will grow substantially when you add the $10,000-to-$34,999 categories.

If part of your evaluation of new product potential includes a controlled market test, this same technique will allow you to identify areas that conform to your profile of the ideal product/customer relationship and will also let you implement controlled testing in these additional markets. You will then be able to compare the results of these market/product associations at the end of the test period, and by using the data from the Survey, the results will be both accurate and projectable.

ADVERTISING APPLICATIONS

A. Test Market Selection

One of the most valuable aspects of the *Survey of Buying Power* is its usefulness in selecting test markets. Unfortunately, most marketers have a tendency to stick to test markets that have been used previously, or those that are famous as test markets (i.e., "How will it play in Peoria?"). Using the demographic, economic, and distribution-related data in the Survey, however, markets with similar characteristics can be identified and categorized according to a wide range of test-marketing purposes.

Similarities in total population, age groups, households, and income can all be used as relative indicators, as we can see in the following example, which groups four markets with roughly the same populations:

Metro	Population
Sacramento, CA	1,444,900
Milwaukee, WI	1,404,400
Columbus, OH	1,353,500
San Antonio, TX	1,321,000

Comparisons can also be made using such specialized measurements as median household EBI or the Buying Power Index. Under this magnifying glass, our four examples would look like this:

Metro	Median Household EBI	BPI
Sacramento	$28,735	.6271
Milwaukee	30,651	.6127
Columbus	25,109	.5504
San Antonio	22,522	.4729

In terms of population, Sacramento, Milwaukee, Columbus, and San Antonio are very nearly the same, ranking within seven places of each other nationally. When looked at in the second table, however, we see that they're separated by a wide margin in terms of household income, placing 63rd, 39th, 153rd, and 228th, respectively. On the other hand, BPI

SURVEY HIGHLIGHT

HOW TO CONSTRUCT A CUSTOM BPI

Sales & Marketing Management's patented Buying Power Index, or BPI, has been a part of the *Survey of Buying Power* for more than 30 years, providing marketers with a standardized measurement of the relative buying power of states, metros, counties, and cities. The BPI listed in the Survey's data sections is a general indicator constructed from data on total population, total Effective Buying Income (EBI), and total retail sales—the three basic categories of statistics covered by the Survey.

For those who need to define their markets more specifically, however, it is possible to construct a customized version of the BPI, using any of the subclassifications of statistics in the Survey's three basic data fields. By selecting a Demographic component (population), an Economic component (income), and a Distribution component (retail sales), you can use the formula outlined below to convert data from individual markets into a custom BPI for your product or service.

For our purposes, we will label these three BPI components as follows: Demographic = **A**; Economic = **B**; and Distribution = **C**. Looking at each of these areas individually, here's how you might go about selecting them:

A: Demographic - First of all, you'll need to isolate the population or household-related factor that best describes your "ideal" consumer. For example, if you're selling video games, the 18-and-under age segment is a better indicator of market potential than total population. On the other hand, if your product is media-oriented (magazines, mail-order catalogues, etc.), you may want to use household counts as your demographic component.

B: Economic - The next step involves selecting the income group(s) best suited to your product. Here, the Survey offers you five basic ranges of household incomes, and you can easily combine two or more groups to achieve a broader spectrum of potential. For example, if you're selling a premium-priced product, you might select households with incomes of $35,000 and above.

C: Distribution - Isolating a particular store group that parallels your preferred channel of distribution is the final step in the preliminary selection process. If you're selling beer, for example, you may want to combine Eating & Drinking Place sales and Food Store sales, since these are the two largest markets for your product. On the other hand, if you're selling shampoo, Drugstores and General Merchandise stores (which includes department stores and discount stores) would be a better distribution-related indicator.

Once these three factors have been selected, you can then compute your custom BPI by following this simple four-step process:

Step 1 - For each market (region, state, metro, county, etc.), you'll first need to compare local activity to that for the U.S. as a whole, producing a ratio for each of the three BPI factors (**A-B-C**). In this example, the Demographic component (**A**) would be calculated as follows:

$$\frac{\text{Market's Pop. Under 18}}{\text{U.S. Pop. Under 18}} = X\%$$

Next, using households with EBIs of $35,000 and above as the Economic factor (**B**), we compare the market with the appropriate U.S. total:

$$\frac{\text{Market's Hshlds. w/EBIs \$35,000+}}{\text{U.S. Hshlds. w/EBIs \$35,000+}} = Y\%$$

And finally, we calculate the Distribution component (**C**) by constructing a ratio of local Food Store sales to U.S. Food Store sales:

$$\frac{\text{Market's Food Store Sales}}{\text{U.S. Food Store Sales}} = Z\%$$

Step 2 - Armed with these percentages (X-Y-Z), we are now ready to assign weights to the demographic, economic, and distribution-related components, according to their perceived importance in the selling process. In all cases, the assigned weights should be expressed in decimals (50% = .5, 30% = .3, etc.).

Since income is often cited as the most important indicator of potential purchasing power, your weighting of these factors might look something like this:

Factor **A** (Demographic) - .2 (20%)
Factor **B** (Economic) - .5 (50%)
Factor **C** (Distribution) - .3 (30%)

Step 3 - Multiplying each component ratio (X-Y-Z) by its appropriate weight and adding the resulting totals will then give you the BPI for a particular market:

$$(.2 \times X\%) + (.5 \times Y\%) + (.3 \times Z\%) = \text{BPI}$$

The fractional figure you arrive at can then be used as a relative indicator to compare the potential buying power of this market to that for the U.S. as a whole (U.S. = 100.0000).*

Step 4 - Repeat this same procedure for each targeted market, compiling a list of markets ranked according to their BPIs. If your particular product warrants the construction of a BPI with only two factors (or possibly four or five), remember that the same principles apply in terms of weighting the various components. In other words, the percentages should still total 100%, regardless of the number of BPI components.

***Note:** *If you're selling your product in a limited number of markets, you may want to substitute the combined total of these markets for the U.S. totals in your calculations. In such a case, your BPI of 100.0000 would represent the total of these markets only.*

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figures show them once again to be fairly similar, which only goes to show that each market can be clearly identified according to its differences and similarities, depending on which indicator(s) is deemed most important to its selection.

In addition, markets can be matched through the use of retail sales data on store groups or, in the case of the *Survey of Buying Power—Part II*, through merchandise line sales categories. The use of these data is indicated when raw population numbers are not necessarily relevant to the sales growth of a particular product. By utilizing appropriate clusters of retail sales statistics, you can match up any and all metro areas that sell approximately the same volume of product:

Metro	Per Household Retail Sales	Food Store Sales
Sacramento	$19,285	$2,052,314
Milwaukee	19,269	2,047,232
Columbus	19,596	1,845,736
San Antonio	19,396	2,079,091

Once again, it becomes clear that there are major differences within these four markets that would preclude them from being similar test markets for all products.

Since we've established that a particular combination of known demographic, economic, and distribution factors determine sales potential—regardless of the geography of the area in question—this means that you can construct a wide variety of test market universes by zeroing in on the specific characteristics that affect the rate of sales of your particular product.

Basically, you're no longer forced to choose test markets from someone else's list of metros. As a result, you can avoid any competitive testing that might skew your results and require reevaluation (assuming that you're fortunate enough to find out that such factors have affected your results in the first place).

By knowing with objective certainty the combination of available characteristics that will positively affect your sales, you can create your own test markets with a maximum amount of control, projectability, and dollar efficiency. When you come right down to it, there really isn't an "average" product, any more than there is an "average" test market, unless you happen to be the first one on your block to discover such a market. By the same token, if you're just another in a long line of users of a given test market, be aware that inordinate testing could eventually destroy the natural responsiveness of such a market—the very thing that made it valuable as a testing location in the first place.

SURVEY HIGHLIGHT

Shoulder to Shoulder: Metros with the Highest Population Densities

Metro	Population Per Sq. Mile
Jersey City, NJ	11,780
New York, NY	7,513
Chicago, IL	3,267
Bergen-Passaic, NJ	3,050
Anaheim-Santa Ana, CA	2,900
Nassau-Suffolk, NY	2,227
Los Angeles-Long Beach, CA	2,166
San Francisco, CA	1,573
Newark, NJ	1,547
Boston-Lawrence-Salem-Lowell-Brockton, MA	1,538
Trenton, NJ	1,463
Honolulu, HI	1,430
Oakland, CA	1,398
Philadelphia, PA	1,397
New Haven-Waterbury-Meriden, CT	1,314
Bridgeport-Stamford-Norwalk-Danbury, CT	1,306
Cleveland, OH	1,210
San Jose, CA	1,126
Lake County, IL	1,119
Fort Lauderdale-Hollywood-Pompano Beach, FL	1,036
Detroit, MI	975
Providence-Pawtucket-Woonsocket, RI	969
Miami-Hialeah, FL	965
Milwaukee, WI	961
Washington, DC	955

SOURCE: Sales & Marketing Management; *1990 Survey of Buying Power.*

Note: New Retail Trade Data

The retail sales statistics in this year's edition of the *Survey of Buying Power* are based on newly published benchmark data from the 1987 Census of Retail Trade. Prior to this year, retail sales figures reported in the *Survey* were based on data from the 1982 Census (unlike the general Census, the CRT is conducted in five-year intervals).

Naturally, whenever such an adjustment is made, trend lines that fall across benchmark years are often thrown out of whack, a fact that readers should keep in mind when comparing retail sales figures from this year's *Survey* to those from prior years.

B. Co-op Advertising Allocation

One of the biggest problems in the creation of a co-op advertising budget involves trying to define the approximate dollar amounts that should be targeted for certain markets. The main source of this dilemma is that most co-op allocations are based on after-the-fact sales volume figures, with a percentage of total sales then set aside for the co-op program.

Once again, the Survey can be used to identify sales potential by market area, which then makes it possible to allocate co-op dollars based on projected sales quotas rather than actual sales. In effect, you can then use these all-important ad dollars to help your salespeople generate sales, rather than as a payment to dealers who have already made a commitment to buy.

In the following example, we'll look at a manufacturer of stereo components that sells, on the average, one unit for every 500 people between the ages of 25 and 34. In the state of Michigan, sales last year totaled only 2,983 units, even though the potential market in this age segment was 1,659,200, or 3,318 potential unit sales. With each unit carrying a price tag of $80, the actual accrual of co-op funds—based on a program base of 5%—was $11,932.

Based on market potential, however, sales should have totaled $265,440, and the 5% accrual would have generated $13,272 in co-op funds. By planning the program based on this potential rather than on actual sales, you can assist your salespeople in achieving their expected volume.

Through the construction of a custom BPI, you could use your anticipated national sales volume to

SURVEY HIGHLIGHT

State and Regional Growth: New Hampshire Remains T.F.G.S.E.O.T.M.E.F.F.*

Region/State	1989 Pop. (Thous.)	1980 Pop. (Thous.)	% Change 1980-89	% of U.S. Pop.		
				1970	1980	1989
NEW ENGLAND	**13,105.2**	**12,386.1**	**+ 5.8%**	**5.78%**	**5.42%**	**5.25%**
Connecticut	3,282.1	3 109.0	+ 5.6	1.49	1.36	1.31
Maine	1,222.7	1,134.3	+ 6.2	.48	.50	.49
Massachusetts	5,927.5	5,741.1	+ 3.2	2.77	2.51	2.37
New Hampshire	1,106.4	935.5	+18.3	.35	.41	.49
Rhode Island	1,004.3	949.6	+ 5.8	.47	.42	.40
Vermont	562.2	516.6	+ 8.8	.22	.23	.23
MIDDLE ATLANTIC	**37,958.0**	**36,779.6**	**+ 3.2%**	**18.19%**	**16.10%**	**15.19%**
New Jersey	7,789.8	7,830.2	+ 5.5	3.54	3.23	3.12
New York	18,078.2	17,526.3	+ 3.1	8.91	7.67	7.24
Pennsylvania	12,090.0	11,873.1	+ 1.8	5.74	5.20	4.84
EAST NORTH CENTRAL	**42,486.0**	**41,800.9**	**+ 1.6%**	**19.76%**	**18.29%**	**17.01%**
Illinois	11,696.9	11,452.7	+ 2.1	5.45	5.01	4.78
Indiana	5,617.9	5,512.9	+ 1.9	2.55	2.41	2.25
Michigan	9,345.3	9,287.9	+ 0.6	4.38	4.06	3.74
Ohio	10,934.8	10,813.3	+ 1.1	5.23	4.73	4.48
Wisconsin	4,869.6	4,734.1	+ 2.9	2.15	2.07	1.96
WEST NORTH CENTRAL	**17,970.2**	**17,281.8**	**+ 4.0%**	**8.02%**	**7.56%**	**7.19%**
Iowa	2,857.8	2,942.8	– 2.9	1.38	1.28	1.14
Kansas	2,518.0	2,374.9	+ 6.0	1.11	1.04	1.03
Minnesota	4,360.1	4,103.6	+ 6.3	1.86	1.80	1.75
Missouri	5,222.7	4,947.9	+ 5.6	2.31	2.17	2.10
Nebraska	1,606.8	1,579.6	+ 1.7	.73	.69	.64
North Dakota	686.3	657.1	+ 4.4	.30	.29	.27
South Dakota	724.0	694.2	+ 4.3	.32	.30	.29
SOUTH ATLANTIC	**43,565.3**	**37,481.6**	**+16.2%**	**15.14%**	**16.40%**	**17.44%**
Delaware	672.0	599.4	+12.1	.27	.26	.27
District of Columbia	620.1	628.5	– 1.3	.37	.28	.25
Florida	12,898.1	10,026.0	+28.6	3.40	4.39	5.16
Georgia	6,526.6	5,536.4	+17.9	2.27	2.42	2.61
Maryland	4,717.6	4,236.8	+11.3	1.93	1.85	1.88
North Carolina	6,603.8	5,930.6	+11.4	2.50	2.60	2.64
South Carolina	3 ,26.1	3,157.7	+11.7	1.28	1.38	1.41
Virginia	6,104.4	5,399.0	+13.1	2.28	2.36	2.44
West Virginia	1,896.6	1,967.2	– 3.6	.84	.86	.76
EAST SOUTH CENTRAL	**15,576.2**	**14,801.0**	**+ 5.2%**	**6.30%**	**6.48%**	**6.23%**
Alabama	4,185.7	3,921.9	+ 6.2	1.69	1.72	1.67
Kentucky	3,766.2	3,698.4	+ 1.8	1.58	1.62	1.51
Mississippi	2,657.1	2,540.2	+ 4.6	1.10	1.11	1.06
Tennessee	4,967.2	4,640.5	+ 7.0	1.94	2.03	1.99
WEST SOUTH CENTRAL	**27,132.2**	**24,096.8**	**+12.6%**	**9.58%**	**10.55%**	**10.86%**
Arkansas	2,436.6	2,311.3	+ 5.4	.95	1.01	.98
Louisiana	4,425.0	4,251.2	+ 4.1	1.80	1.86	1.77
Oklahoma	3,286.9	3,059.5	+ 7.4	1.26	1.34	1.32
Texas	16,983.7	14,474.8	+17.3	5.56	6.33	6.80
MOUNTAIN	**13,690.3**	**11,692.5**	**+17.1%**	**4.11%**	**5.09%**	**5.49%**
Arizona	3,638.8	2,805.6	+29.7	.88	1.23	1.46
Colorado	3,372.5	2,940.4	+14.7	1.10	1.29	1.35
Idaho	1,021.2	963.9	+ 5.9	.35	.42	.41
Montana	814.3	795.3	+ 2.4	.34	.35	.33
Nevada	1,099.5	822.0	+33.8	.24	.36	.44
New Mexico	1,542.2	1,323.1	+16.6	.54	.58	.62
Utah	1,719.9	1,497.1	+14.9	.52	.66	.69
Wyoming	481.9	482.1	N.C.	.16	.21	.19
PACIFIC	**38,356.9**	**32,239.8**	**+19.0%**	**13.13%**	**14.11%**	**15.18%**
Alaska	583.3	410.2	+31.2	.15	.18	.22
California	29,227.5	23 979.8	+21.9	9.87	10.49	11.70
Hawaii	1,121.0	979.1	+14.5	.39	.43	.45
Oregon	2,786.5	2,678.4	+ 4.0	1.04	1.17	1.12
Washington	4,683.6	4,192.3	+11.7	1.68	1.83	1.97
TOTAL U.S.	**249,840.3**	**228,497.1**	**+ 9.3%**	**100.00%**	**100.00%**	**100.00%**

* The Fastest Growing State East of the Mississippi Except for Florida. Note: Changes of less than 0.1% are expressed as N.C. (no change).
SOURCE: Sales & Marketing Management; *1990 Survey of Buying Power.*

DEFINITION OF TERMS IN THE SURVEY OF BUYING POWER

APPAREL AND ACCESSORY STORE SALES (SIC Major Group 56): This category includes sales for establishments primarily engaged in selling new clothing, shoes, hats, underwear, and related articles. It is a broadly inclusive group that—aside from men's and women's clothing and accessory stores—also encompasses children's and infants' wear stores, bridal shops, furriers, handbag stores, lingerie stores, custom tailors, and sports apparel stores. However, apparel and accessories sold in Department and General Merchandise stores are not included. Metro market rankings for this store group are shown in Section B.

AUTOMOTIVE DEALER SALES (SIC Major Group 55; excluding subgroup 554, Gasoline Service Stations): Included are retail outlets selling automobiles—new and used, domestic and imported. In addition to these categories, sales for auto and home supply stores (tire dealers and parts and accessories stores), boat dealers, recreational vehicle dealers, motorcycle dealers, and miscellaneous automotive dealers selling aircraft, dune buggies, snowmobiles, and utility trailers are also included.

AVERAGE HOUSEHOLD EBI: This figure from the Regional and State Summary of Effective Buying Income table in Section B is calculated by dividing the total number of households into total EBI for a given geographic area. Often used as an indicator of market quality, this figure can nonetheless be misleading, particularly in areas where there is a disproportionate share of college, military, or other institutional-style populations housed in group quarters. Since such quarters are not considered households, and because total EBI includes the incomes of these residents, a per-household average sometimes credits households with income that is not really theirs. (See Effective Buying Income and Median Household EBI.)

BLACK POPULATION: These figures are updated from the 1980 Census of Population and Housing and are basically head count estimates of persons who consider themselves members of the black race and who lived in the area at the end of that year. Estimated totals are as of 12/31/89. Metro market rankings for this category are shown in Section B.

BUILDING MATERIAL AND HARDWARE STORE SALES (SIC Major Group 52): Sales in this category include those from establishments primarily engaged in selling hardware, lumber, and other building materials; paint, glass, and wallpaper; lawn and garden supplies; and mobile homes, even if sales to contractors account for a larger proportion of all sales.

BUYING POWER INDEX (BPI): A weighted index that converts the Survey's three basic elements—population (the demographic factor), Effective Buying Income (the economic factor), and retail sales (the distribution factor)—into a measurement of a market's "ability to buy," expressing it as a percentage of the national total (100.0000%). The BPI is calculated by first producing a ratio of local population, income, and retail sales to the comparable U.S. totals, then assigning a weight of .5 to an area's income; .3 to retail sales; and .2 to population. These weights are then multiplied by the appropriate ratios and the resulting figures added together to produce the BPI for a state, metro, county, or city.

The BPI is one of the Survey's most important measures, used to estimate potential for mass-marketed items sold at popular prices.

NOTE: The further a product is removed from the mass market, the greater the need for a "custom" BPI calculated by using more finely tuned demographic, economic, and distribution-related factors. A more in-depth discussion of how to calculate a custom BPI can be found in the Survey Highlights in Section A.

CENTRAL CITY: A city whose name is included in the title of a metropolitan area or that fits the necessary population and employment criteria to qualify it as a central city. The name of an S&MM Metro Market includes the name of the largest city and the names of other area cities that meet this criteria, based on the definitions provided by the Office of Management and Budget. If no city qualifies as a central city, the market is named after its central counties (i.e., the Nassau-Suffolk, NY, metro market).

CITY: An aggregation of people and retail outlets with set corporate limits, within which city government—as an incorporated state agency—exercises legal authority. The *Survey of Buying Power* lists all U.S. cities that either 1) had a population of 40,000 or more at the time of the 1980 Census of Population; 2) are central cities of a metropolitan market; or 3) function independently of counties. (See Central City and/or Independent City.)

CONSOLIDATED METROPOLITAN STATISTICAL AREA (CMSA): The largest of the government's three-tiered classification of metro markets, a CMSA is a "megalopolitan" area made up of two or more component Primary Metropolitan Statistical Areas, or PMSAs.

NOTE: Although the *Survey of Buying Power* reports aggregate statistics for CMSAs in Section C, such markets are not included in the Metro Market Rankings in Section B, since they are made up of groups of existing metros (PMSAs) rather than counties. (See Metropolitan Statistical Area and Primary Metropolitan Statistical Area.)

COUNTY: The primary political administrative subdivision of a state, counties are widely used by marketers since 1) the most current available data below the state level is that reported for counties; 2) county boundaries are rarely altered; 3) complete national coverage can be achieved by aggregating all counties; 4) the nation's 3,139 county units provide the most easily manageable building blocks for designing sales territories; and 5) county boundaries are readily identifiable for mapping purposes.

The *1990 Survey of Buying Power* follows county boundaries as defined by the 1980 Census of Population, with the following exceptions: Cibola County, NM, was created from a portion of Valencia County in 1981; La Paz County, AZ, was created from a portion of Yuma County in 1982; Northwest Arctic Borough, AK, replaced the Kobuk Census Area in 1986; Aleutians East Borough, AK, was created from parts of the Dillingham and Aleutian Islands Census Areas in 1987; and Lake and Peninsula Borough, AK, was created from the Dillingham Census Area in 1989. Also, for the 1990 Census, the Aleutian Islands Census Area has been renamed Aleutians West.

NOTE: In the state of Louisiana, parishes are used in lieu of counties, and in Alaska, census areas and boroughs are utilized. The District of Columbia (Washington, DC) is treated as a single county, and in the state of Virginia, all cities are by law independent of counties, with the Survey treating them as separate county units. In addition, the cities of Baltimore, MD, St. Louis, MO, and Carson City, NV, are independent cities. (See Independent City.)

DRUGSTORE SALES (SIC Industry Group 591): A 3-digit subgroup of SIC 59—Miscellaneous Retail Stores. Totals here reflect sales from establishments engaged in the retail sale of prescription drugs, proprietary drugs, and nonprescription medicines. Stores in this category may also carry a number of related lines, such as cosmetics, toiletries, tobacco, and novelty merchandise, and sales include drugstores that also operate soda fountains or lunch counters.

EATING AND DRINKING PLACE SALES (SIC Major Group 58): Includes establishments selling prepared foods and drinks for consumption on the premises or for takeout, as well as lunch counters and refreshment stands selling prepared foods and drinks for immediate consumption. Also included under Eating Places are caterers and institutional food services; concession stands at stadiums, amusement parks, and airports; fast-food restaurants and custard stands; and pizzerias, oyster bars, commissaries, and other miscellaneous eating establishments. Drinking Places include bars, beer gardens, cocktail lounges, discos serving alcoholic beverages, nightclubs, taprooms, wine bars, and other miscellaneous establishments.

EFFECTIVE BUYING INCOME (EBI): A classification developed exclusively by Sales & Marketing Management to distinguish it from other sources reporting income statistics, EBI is defined as personal income less personal tax and nontax payments—a number often referred to as "disposable" or "after-tax" income.

Generally speaking, EBI is a bulk measurement of market potential indicating the ability to buy, and it is essential for selecting, comparing, and grouping markets on this basis. For products that appeal to more specific income classes, marketers should examine data showing the Percentage of Households by EBI Group and the Buying Power Index (BPI).

Personal income is the aggregate of wages and salaries, other labor-related income (such as employer contributions to private pension funds),

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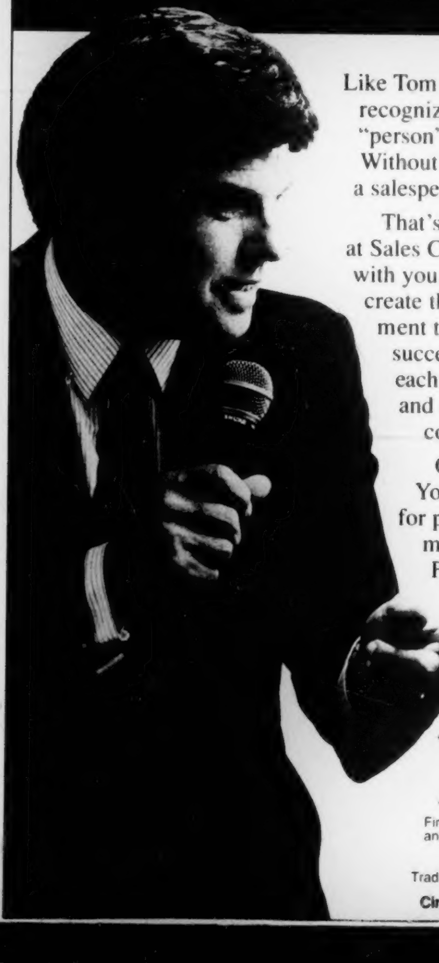

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proprietor's income, rental income (which includes imputed rental income of owner-occupants of non-farm dwellings), dividends paid by corporations, interest income from all sources, and transfer payments (such as pensions and welfare assistance).

Deducted from this total are personal taxes (federal, state, and local), non-tax payments (fines, fees, penalties, etc.), and personal contributions to social insurance. According to U.S. government definitions, the resultant figure is commonly known as "disposable personal income."

***NOTE:* A major reclassification of Effective Buying Income took place for the first time in last year's issue of the *Survey of Buying Power*. In an effort to make EBI a more reliable and useful marketing tool, and also to more accurately reflect the actual cash income available to consumers, Market Statistics excluded certain items from last year's definition of EBI, and this definition holds true for the 1990 Survey's EBI figures as well.**

The changes that were made amounted to a reduction in total income at the national level of approximately 11%, although this figure differed slightly from state to state. This change in total income also ultimately affected average household EBI, median household EBI, and per-capita EBI figures throughout last year's *Survey of Buying Power*.

Users of these variables should take these changes into account when comparing EBI figures from the 1989 and 1990 Surveys to those from previous years.

FOOD STORE SALES (SIC Major Group 54): Retail stores primarily engaged in selling food for home preparation and consumption. Included in this category are grocery stores; meat and fish markets; fruit and vegetable markets; candy, nut, and confectionery stores; dairy products stores; bakeries; and miscellaneous food stores such as health food, coffee, spice, vitamin, and poultry stores.

FURNITURE, HOME FURNISHING, AND APPLIANCE STORE SALES (SIC Major Group 57): Sales from a broad array of subgroups including furniture stores; floor covering stores (carpet, rug, and tile); drapery, curtain, and upholstery stores; home furnishing stores (bedding, china, cookware, lamps, pottery, venetian blinds, etc.); and household appliance stores (air conditioners, freezers, sinks, cabinets, stoves, refrigerators, and vacuum cleaners). Perhaps the most important subgroup, however, is that of radio, television, consumer electronics, and music stores, which includes computer and computer software stores as well as record and tape stores.

GASOLINE SERVICE STATION SALES (SIC Industry Group 554): This 3-digit subgroup of SIC Major Group 55—Automotive Dealers—is broken out separately due to its marginal relation to actual car and automotive accessory sales. It is defined as service stations primarily engaged in selling gasoline and oil, although these establishments frequently sell other merchandise such as tires, batteries, and parts, as well as engaging in minor repair work. Gas stations combined with other activities such as grocery stores, convenience stores, or car washes are classified according to their primary activity. Metro rankings for this store group are shown in Section B.

GENERAL MERCHANDISE STORE SALES (SIC Major Group 53): This category includes retail stores that sell a number of lines of merchandise, such as dry goods, apparel and accessories, furniture and home furnishings, housewares, hardware, and food. Stores included in this group are department stores, limited-price variety stores, and miscellaneous general merchandise stores such as general stores and catalogue showrooms, although catalogue and mail-order operations are not included in this category.

HISPANIC POPULATION: These figures are updated from the 1980 Census of Population and Housing, comprising a head count of all persons who consider themselves of Spanish or Hispanic origin or descent. The largest subgroups in this category currently include Mexicans, Puerto Ricans, and Cubans, and it should be noted that persons of Hispanic origin may be of any race. Metro market rankings for this category are shown in Section B. Estimated totals are as of 12/31/89.

HOUSEHOLDS: A household consists of all the people occupying a single housing unit under the 1980 Census rules. A housing unit is defined as a house, an apartment, a group of rooms, or a single room. In addition, the members of a household need not be related, and a single person living alone in a housing unit is also considered a household.

Persons who are not counted as members of households include: those living in group quarters such as institutions, college dormitories, or military barracks; hospitals; and nursing homes.

NOTE: Although the total *population* of a given geographic area will include those residing in group quarters, *household* totals will not, which means that calculations of per-household income and retail sales may not adequately reflect an area's true residential makeup.

HOUSEHOLDS BY EBI GROUP: (See Percentage of Households by EBI Group.)

INDEPENDENT CITY: There are several cities in the U.S. that fall within the geographic boundaries of counties but are considered as separate entities by the Census Bureau. The *Survey of Buying Power* lists these independent cities as separate counties in the tables in Section C. With the exception of St. Louis City, MO, Baltimore City, MD, and Carson City, NV (which replaced Ormsby County), all independent cities are located in the state of Virginia.

MEDIAN AGE OF POPULATION: A calculation that divides the age distribution of the population into two equal groups, with one-half of the population older, and one-half younger, than the figure shown.

MEDIAN HOUSEHOLD EBI: This calculation takes the household distribution of Effective Buying Income, or EBI, and divides it into two equal groups, with half the households above, and half below, the resulting figure. S&MM prefers to use medians rather than averages for charting EBI, since they have proven to be a more reliable indicator of an area's income levels and are far less likely to be skewed by statistical oddities that adversely affect averages.

METROPOLITAN STATISTICAL AREA (MSA): According to the government's three-tiered system of metropolitan area definitions, an MSA is a geographic area with a large population nucleus, along with any adjacent communities that have a high degree of economic and social integration with that nucleus. The major purpose of this system—which also includes PMSAs and CMSAs—is to enable federal agencies to use the same geographic definitions when collecting and disseminating metro-area statistics. These definitions are reviewed every 10 years (as part of the decennial Census of Population), although metro areas are sometimes added to the government's listings between census years. However, any such additions have always been based on strict adherence to government criteria.

The metro area definitions in this year's *Survey of Buying Power* are based on the most recent revisions to this system, which were made just after the completion of the 1980 census. The most important change effected by these revisions was the elimination of the term Standard Metropolitan Statistical Area, or SMSA, which has been replaced by a two-tiered system of definition: Metropolitan Statistical Areas (MSAs) and Primary Metropolitan Statistical Areas (PMSAs). The third tier in the revised system—CMSAs, or Consolidated Metropolitan Statistical Areas—is virtually the same as the old SCSA (Standard Consolidated Statistical Area) designation, since both are made up of groups of metros rather than counties.

MSA and PMSA designations follow a set of standards prepared by the Federal Committee on MSAs, which advises the Census Bureau and the Office of Management and Budget (OMB) on metro area definitions. Under the 1980 revisions, an area can qualify as an MSA in one of two ways: 1) if it contains a city with a population of at least 50,000, or 2) if it contains an "urbanized" area of at least 50,000 and the total metro-area population is 100,000 or more. In addition to the county containing the central city, an MSA may include additional counties that have close economic and social ties to the core county.

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MSAs and PMSAs are defined in terms of whole counties, except in the six New England states, where towns and cities are the standard units of definition due to the absence of county governments. In these states, the federal government's unofficial system of New England County Metropolitan Areas (NECMAs) is utilized by S&MM in order to ensure a uniform system of county-based geography.

An MSA with a population of more than 1 million may qualify for designation as a Primary Metropolitan Statistical Area (PMSA) if it is contiguous with at least one other such metro, with the resulting group of two or more PMSAs forming a consolidated area, or CMSA.

The S&MM Metro Market rankings in Section B ignore the distinctions between MSAs and PMSAs, grouping the two designations together in the interest of simplicity and consistency. And although aggregate data for CMSAs are included in Section C, they are not listed in the rankings in Section B, since they are by definition made up of groups of existing metros, while the geography of MSAs and PMSAs is uniformly county-based.

NOTE: In accordance with our policy that recognizes only those metros and metro counties that meet formal OMB population and urbanization criteria, Survey of Buying Power listings do not include recent metro-area changes effected through legislative means. Therefore, the newly created Decatur, AL, metro area is defined as being coextensive with Morgan County only (excluding Lawrence County), and the Wichita, KS, metro area has been redefined as Butler and Sedgwick counties, eliminating Harvey County, which was added through legislation in 1987.

NEW ENGLAND COUNTY METROPOLITAN AREA (NECMA): The U.S. Office of Information and Regulatory Affairs (OIRA), which is part of the government's Office of Management and Budget, uses this system to define the various metro areas in the six New England states by applying the same criteria used in establishing MSAs in other regions. (See Metropolitan Statistical Area.)

PER-CAPITA EBI: This figure, which appears in the Regional and State Summary of Effective Buying Income table in Section B, is an arithmetic average obtained by dividing total population into total EBI. It is used primarily to measure an area's spending power by eliminating the impact of population size. However, because total population includes residents of all age groups, such a figure assigns income to a sizable portion of the population that are not necessarily wage earners.

PER-HOUSEHOLD RETAIL SALES: This figure can be found in both the Regional and State Summary of Retail Sales table and a separate metro market ranking table in Section B. It shows retail sales by household, calculated by dividing total households into total retail sales. However, because household counts are directly assignable to a metro's geographic area and retail sales figures are not (due to local purchases by nonresidents), this number is not as effective an indicator of area purchasing power as is Median Household EBI or the Buying Power Index.

PERCENT OF U.S.: The share of total U.S. population, households, EBI, or retail sales accounted for by a given region, state, metro, county, or city. This figure shows the relative importance of an area's major demographic and socioeconomic factors.

PERCENTAGE OF HOUSEHOLDS BY EBI GROUP: These figures show the percentage of total households with Effective Buying Incomes in each of four different ranges. By adding the four percentages for a given metro, county, or city and subtracting the resulting total from 100%, the share of households with EBI under $10,000 can also be calculated. To convert the percentage figures to actual household counts, multiply the area's total households by the corresponding percentage. The Regional and State Summary of Effective Buying Income table in Section B shows actual household totals rather than percentages for these categories.

PERCENTAGE OF POPULATION BY AGE GROUP: These four age group breakouts correspond to the major life-cycle stages of the population. For example, the 18-to-24-year-old age group represents the average household-forming stage; 25-to-34-year-olds and 35-to-49-year-olds, the prime Baby Boom demographic; and the 50-and-over segment, the rapidly growing retirement market. The percentages shown reflect the share of total population accounted for by each group, and by adding the four percentages and subtracting from 100%, the share of total population under age 18 can also be calculated. The Regional and State Summary of Population table in Section B shows actual totals rather than percentages for these categories.

POPULATION: Updated from the Census Bureau's 1980 Census of Population and Housing, Total Population is a head count estimate of all people living in a given geographic area as of 12/31/89. It includes people living in group quarters, such as colleges, hospitals, institutions, and nursing homes, as well as armed forces personnel permanently assigned to the area.

POPULATION BY AGE GROUP: (See Percentage of Population by Age Group.)

POPULATION, BLACK: (See Black Population.)

POPULATION, HISPANIC: (See Hispanic Population.)

PRIMARY METROPOLITAN STATISTICAL AREA (PMSA): The second level in the government's three-tiered system of metro area definitions, PMSAs are characterized as metropolitan areas having a total population of 1 million or more, anchored by a large urbanized county or cluster of counties with strong internal economic and social links. By definition, PMSAs are the components of Consolidated Metropolitan Statistical Areas (CMSAs), which are made up of two or more contiguous PMSAs.

QUALITY INDEX (QI): This figure, which appears in the Regional and State Summary of Retail Sales table in Section B, is calculated by dividing a market's Buying Power Index (BPI) by its Percent of U.S. Population figure. A high index number reflects either above-average resident buying power or a strong influx of nonresident buyers, or both.

RETAIL SALES: (See Total Retail Sales.)

RETAIL SALES BY STORE GROUP: The *Survey of Buying Power* lists sales for six major store groups considered to be the primary channels of distribution for consumer goods in local markets. Store group sales represent the cumulative sales of all products and/or services handled by a particular store type, not just the product lines associated with the name of the store group. For example, Food stores sell a number of different merchandise lines—not just food—including things like personal care products, toiletries, nonprescription drugs, automotive supplies, etc.

S&MM METRO MARKET: (See Metropolitan Statistical Area.)

SALES ACTIVITY INDEX (SAI): This figure, which appears in the Regional and State Summary of Retail Sales table in Section B, is obtained by dividing an area's Percent of U.S. Population figure into its Percent of U.S. Retail Sales. Because the numerator (the market's share of retail sales) includes all sales made in the market, and the denominator (share of population) includes only the residents of the market, a high index figure may indicate a strong influx of nonresident purchasers.

SINGLE-PERSON HOUSEHOLDS: This ranking table in Section B shows metros ranked according to the number of household units occupied by a single person rather than two or more people. (See Households.)

SPANISH-ORIGIN POPULATION: (See Hispanic Population.)

STANDARD METROPOLITAN STATISTICAL AREA (SMSA): (See Metropolitan Statistical Area.)

SUBURBAN POPULATION: This ranking table in Section B shows the metro population, less the population of its central city. Because there is no formal definition of a suburb, the Census Bureau refers to this figure as "balance of area."

NOTE: In metros where there is no central city (such as New York's Nassau-Suffolk metro area), the suburban population is the same as that for the metro as a whole.

SUBURBAN TOTAL: Because suburbs are often the most important part of a local market, these totals are included at the end of each metro listing in Section C. The suburban total is calculated by deducting the central city population from that of the metro as a whole. In metros where there is no central city, the figures for suburban total and metro total are the same.

TOTAL POPULATION: (See Population.)

TOTAL RETAIL SALES: Total Retail Sales reflects net sales (minus refunds and allowances for returns) for all establishments primarily engaged in retail trade. Receipts from repairs and other services are also included, but retail sales by wholesalers and service establishments are not.

NOTE: Although retail sales are often used to gauge the purchasing power of the residents in a given market, they can also be affected by nonresident "pollution," that is, purchases made by people not residing within the boundaries of the geographic area in question.

Retail sales totals in the *1990 Survey of Buying Power* are updated from 1987 Census of Retail Trade benchmarks. In accordance with Census Bureau policy, they no longer include: 1) sales taxes and other taxes collected from customers, and 2) carrying charges and/or credit charges.

NOTE: Aggregate sales of the six major store groups shown in the Survey will not equal the Total Retail Sales figure for a given area, since this figure includes receipts from a number of additional store types not shown in these breakouts. □

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ALPHABETICAL LISTING OF S&MM METROPOLITAN MARKETS

These definitions are based on the most recent revisions announced by the federal government's Office of Management and Budget (OMB). The OMB designates individual markets as either Metropolitan Statistical Areas (MSAs) or Primary Metropolitan Statistical Areas (PMSAs), although the list here ignores these distinctions and groups the two categories together in the interest of simplicity and consistency, with the resulting markets labeled as "S&MM Metro Markets."

In accordance with our policy that recognizes only those metros and metro counties that meet formal OMB population and urbanization criteria, S&MM listings do not include recent metro-area changes effected through legislation. Therefore, the Decatur, AL, metro area, which was created in 1987, is defined as being coextensive with Morgan County *only* (excluding Lawrence County), and the Wichita, KS, metro area has been redefined as Butler and Sedgwick counties, eliminating Harvey County (which was added through legislation in 1987).

New England metros are defined under the OMB's system of NECMAs, or New England County Metropolitan Areas, since data for intercensal years are collected on that basis rather than at the city and town level (which conforms to the decennial Census of Population). This is for the benefit of marketers who use county-level geography to design sales territories and identify markets, and also because it provides a more uniform system relative to the other states and regions.

In the following listings, the metro area name appears in **boldface** type, with component counties shown in alphabetical order in lightface. An asterisk (*) denotes the county in a multi-county metro market where the central city is located. If more than one county has an asterisk, it is because that market has more than one central city, such as the Dayton-Springfield, OH, metro area, where both Clark and Montgomery counties are shown as being central city locations.

Entries in **BOLDFACE CAPS** show Consolidated Metropolitan Statistical Areas (CMSAs), which are actually groups of PMSAs that make up the larger "megalopolitan" areas such as the Chicago-Gary-Lake County CMSA. Here, the geographic components listed are the metro markets that make up a particular CMSA, and although aggregate data for these markets are included in Section C, consolidated areas are not listed in the metro market rankings in Section B, since they include only MSAs and PMSAs. For further explanations of the various metro-market designations, readers should consult the "Definition of Terms" in Section A.

Abilene, TX: Taylor
Akron, OH: Portage, Summit*
Albany, GA: Dougherty*, Lee
Albany - Schenectady - Troy, NY: Albany*, Greene, Montgomery, Rensselaer*, Saratoga, Schenectady*
Albuquerque, NM: Bernalillo
Alexandria, LA: Rapides
Allentown - Bethlehiem - Easton, PA:
  New Jersey Portion: Warren
  Pennsylvania Portion: Carbon, Lehigh*, Northampton
Altoona, PA: Blair
Amarillo, TX: Potter*, Randall
Anaheim - Santa Ana, CA: Orange
Anchorage, AK: Anchorage
Anderson, IN: Madison
Anderson, SC: Anderson
Ann Arbor, MI: Washtenaw
Anniston, AL: Calhoun
Appleton - Oshkosh - Neenah, WI: Calumet, Outgamie*, Winnebago*
Asheville, NC: Buncombe
Ashland, KY (See Huntington-Ashland)
Athens, GA: Clarke*, Jackson, Madison, Oconee
Atlanta, GA: Barrow, Butts, Cherokee, Clayton, Cobb, Coweta, De Kalb, Douglas, Fayette, Forsyth, Fulton*, Gwinnett, Henry, Newton, Paulding, Rockdale, Spalding, Walton
Atlantic City, NJ: Atlantic, Cape May
Attleboro, MA (See New Bedford-Fall River-Attleboro)
Auburn, ME (See Lewiston-Auburn)
Augusta, GA:
  Georgia Portion: Columbia, McDuffie, Richmond*
  South Carolina Portion: Aiken
Aurora - Elgin, IL: Kane*, Kendall
Austin, TX: Hays, Travis*, Williamson*
Bakersfield, CA: Kern
Baltimore, MD: Anne Arundel, Baltimore, Baltimore City*, Carroll, Hartford, Howard, Queen Anne's
Bangor, ME: Penobscot
Baton Rouge, LA: Ascension, East Baton Rouge*, Livingston, West Baton Rouge
Battle Creek, MI: Calhoun
Bay City, MI (See Saginaw-Bay City-Midland)
Beaumont - Port Arthur, TX: Hardin, Jefferson*, Orange
Beaver County, PA: Beaver
Bellingham, WA: Whatcom
Beloit, WI (See Janesville-Beloit)
Benton Harbor, MI: Berrien
Bergen - Passaic, NJ: Bergen, Passaic*
Bethlehem, PA (See Allentown-Bethlehem)
Billings, MT: Yellowstone
Biloxi - Gulfport, MS: Hancock, Harrison*
Binghamton, NY: Broome*, Tioga
Birmingham, AL: Blount, Jefferson*, St. Clair, Shelby, Walker
Bismarck, ND: Burleigh*, Morton
Bloomington, IN: Monroe
Bloomington - Normal, IL: McLean
Boca Raton, FL (See West Palm Beach-Boca Raton-Delray Beach)
Boise, ID: Ada
Boston - Lawrence - Salem - Lowell - Brockton, MA: Essex*, Middlesex*, Norfolk, Plymouth* Suffolk*
Boulder - Longmont, CO: Boulder
Bradenton, FL: Manatee
Brazoria, TX: Brazoria
Bremerton, WA: Kitsap
Bridgeport - Stamford - Norwalk - Danbury, CT: Fairfield
Bridgeton, NJ (See Vineland-Milville-Bridgeton)

Bristol, CT (See Hartford-New Britain-Middletown-Bristol)
Bristol, TN (See Johnson City-Kingsport-Bristol)
Brockton, MA (See Boston-Lawrence-Salem-Lowell-Brockton)
Brownsville - Harlingen, TX: Cameron
Bryan - College Station, TX: Brazos
Buffalo, NY: Erie

BUFFALO - NIAGARA FALLS CONSOLIDATED AREA: Metro Areas: Buffalo, Niagara Falls

Burlington, NC: Alamance
Burlington, VT: Chittenden*, Grand Isle
Canton, OH: Carroll, Stark*
Casper, WY: Natrona
Cedar Falls, IA (See Waterloo-Cedar Falls)
Cedar Rapids, IA: Linn
Champaign - Urbana - Rantoul, IL: Champaign
Charleston, SC: Berkeley, Charleston*, Dorchester
Charleston, WV: Kanawha*, Putnam
Charlotte - Gastonia - Rock Hill, NC-SC:
  North Carolina Portion: Cabarrus, Gaston*, Lincoln, Mecklenburg*, Rowan, Union
  South Carolina Portion: York*
Charlottesville, VA: Albermarle, Charlottesville*, Fluvanna, Greene
Chattanooga, TN:
  Georgia Portion: Catoosa, Dade, Walker
  Tennessee Portion: Hamilton*, Marion, Sequatchie
Cheyenne, WY: Laramie
Chicago, IL: Cook*, DuPage, McHenry

CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA: Metro Areas: Aurora-Elgin, Chicago, IL; Gary-Hammond, IN; Joliet, IL; Kenosha, WI; Lake County, IL

Chico, CA: Butte
Cincinnati, OH:
  Indiana Portion: Dearborn
  Kentucky Portion: Boone, Campbell, Kenton
  Ohio Portion: Clermont, Hamilton*, Warren

CINCINNATI - HAMILTON CONSOLIDATED AREA: Metro Areas: Cincinnati, Hamilton-Middletown, OH

Clarksville - Hopkinsville, TN-KY:
  Kentucky Portion: Christian*
  Tennessee Portion: Montgomery*
Clearwater, FL (See Tampa-St. Petersburg-Clearwater)
Cleveland, OH: Cuyahoga*, Geauga, Lake, Medina

CLEVELAND - AKRON - LORAIN - CONSOLIDATED AREA: Metro Areas: Akron, Cleveland, Lorain-Elyria, OH

College Station, TX (See Bryan-College Station)
Colorado Springs, CO: El Paso
Columbia, MO: Boone
Columbia, SC: Lexington, Richland*
Columbus, GA:
  Alabama Portion: Russell
  Georgia Portion: Chattahoochee, Muscogee*
Columbus, OH: Delaware, Fairfield, Franklin*, Licking, Madison, Pickaway, Union
Corpus Christi, TX: Nueces*, San Patricio
Cumberland, MD:
  Maryland Portion: Allegany*
  West Virginia Portion: Mineral
Dallas, TX: Collin, Dallas*, Denton, Ellis, Kaufman, Rockwall

DALLAS - FORT WORTH - CONSOLIDATED AREA: Metro Areas: Dallas, Fort Worth-Arlington, TX

Danbury, CT (See Bridgeport-Stamford-Norwalk-Danbury)
Danville, VA: Danville*, Pittsylvania
Davenport - Rock Island - Moline, IL-IA:
  Illinois Portion: Henry, Rock Island*
  Iowa Portion: Scott*
Dayton - Springfield, OH: Clark*, Greene, Miami, Montgomery*
Daytona Beach, FL: Volusia
Decatur, AL: Morgan
Decatur, IL: Macon
Delray Beach, FL (See West Palm Beach-Boca Raton-Delray Beach)
Denison, TX (See Sherman-Denison)
Denver, CO: Adams, Arapahoe, Denver*, Douglas, Jefferson

DENVER - BOULDER CONSOLIDATED AREA: Metro Areas: Boulder-Longmont, Denver, CO

Des Moines, IA: Dallas, Polk*, Warren
Detroit, MI: Lapeer, Livingston, Macomb, Monroe, Oakland, St. Clair, Wayne*

DETROIT - ANN ARBOR - CONSOLIDATED AREA: Metro Areas: Ann Arbor, Detroit, MI

Dothan, AL: Dale, Houston*
Dubuque, IA: Dubuque
Duluth, MN:
  Minnesota Portion: St. Louis*
  Wisconsin Portion: Douglas
Durham, NC (See Raleigh-Durham)
East Lansing, MI (See Lansing-East Lansing)
Eau Claire, WI: Chippewa, Eau Claire*
Edinburg, TX (See McAllen-Edinburg-Mission)
El Paso, TX: El Paso
Elgin, IL (See Aurora-Elgin)
Elkhart-Goshen, IN: Elkhart
Elmira, NY: Chemung
Elyria, OH (See Lorain-Elyria)
Enid, OK: Garfield
Erie, PA: Erie
Eugene - Springfield, OR: Lane
Evansville, IN:
  Indiana Portion: Posey, Vanderburg*, Warrick
  Kentucky Portion: Henderson*
Fairfield, CA (See Vallejo-Fairfield-Napa)
Fall River, MA (See New Bedford-Fall River-Attleboro)
Fargo - Moorhead, ND-MN:
  Minnestoa Portion: Clay*
  North Dakota Portion: Cass*
Fayetteville, NC: Cumberland
Fayetteville - Springdale, AR: Washington
Fitchburg, MA (See Worcester-Fitchburg-Leominster)

Flint, MI: Genesee
Florence, AL: Colbert, Lauderdale*
Florence, SC: Florence
Fort Collins - Loveland, CO: Larimer
Fort Lauderdale - Hollywood - Pompano Beach, FL: Broward
Fort Myers - Cape Coral, FL: Lee
Fort Pierce, FL: Martin, St. Lucie*
Fort Smith, AR:
  Arkansas Portion: Crawford, Sebastian*
  Oklahoma Portion: Sequoyah

Fort Walton Beach, FL: Okaloosa
Fort Wayne, IN: Allen*, De Kalb, Whitley
Fort Worth - Arlington, TX: Johnson, Parker, Tarrant*
Fresno, CA: Fresno
Gadsden, AL: Etowah
Gainesville, FL: Alachua*, Bradford
Galveston - Texas City, TX: Galveston
Gary - Hammond, IN: Lake*, Porter
Gastonia, NC (See Charlotte-Gastonia-Rock Hill)
Glens Falls, NY: Warren*, Washington
Goshen, IN (See Elkhart-Goshen)
Grand Forks, ND: Grand Forks
Grand Rapids, MI: Kent*, Ottawa
Great Falls, MT: Cascade
Greeley, CO: Weld
Green Bay, WI: Brown
Greensboro - Winston-Salem - High Point, NC: Davidson, Davie, Forsyth*, Guilford*, Randolph, Stokes, Yadkin
Greenville - Spartanburg, SC: Greenville*, Pickens, Spartanburg*
Gulfport, MS (See Biloxi-Gulfport)
Hagerstown, MD: Washington
Hamilton - Middletown, OH: Butler
Hammond, IN (See Gary-Hammond)
Harlingen, TX (See Brownsville-Harlingen)
Harrisburg - Lebanon - Carlisle, PA: Cumberland, Dauphin*, Lebanon*, Perry
Hartford - New Britain - Middletown - Bristol, CT: Hartford*, Middlesex, Tolland
Hickory - Morganton, NC: Alexander, Burke*, Catawba*
High Point, NC (See Greensboro-Winston-Salem-High Point)
Hollywood, FL (See Fort Lauderdale-Hollywood-Pompano Beach)
Honolulu, HI: Honolulu
Hopkinsville, TN (See Clarksville-Hopkinsville)
Houma - Thibodaux, LA: Lafourche*, Terrebonne
Houston, TX: Fort Bend, Harris*, Liberty, Montgomery, Waller

HOUSTON - GALVESTON - BRAZORIA - CONSOLIDATED AREA: Metro Areas: Brazoria, Galveston-Texas City, Houston, TX

Huntington - Ashland, WV-KY:
  Kentucky Portion: Boyd*, Carter, Greenup
  Ohio Portion: Lawrence
  West Virginia Portion: Cabell*, Wayne
Huntsville, AL: Madison
Indianapolis, IN: Boone, Hamilton, Hancock, Hendricks, Johnson, Marion*, Morgan, Shelby
Iowa City, IA: Johnson
Jackson, MI: Jackson
Jackson, MS: Hinds*, Madison, Rankin
Jackson, TN: Madison
Jacksonville, FL: Clay, Duval*, Nassau, St. Johns
Jacksonville, NC: Onslow
Jamestown - Dunkirk, NY: Chautauqua
Janesville - Beloit, WI: Rock
Jersey City, NJ: Hudson
Johnson City - Kingsport - Bristol, TN-VA:
  Tennessee Portion: Carter, Hawkins, Sullivan*, Unicoi, Washington*
  Virginia Portion: Bristol*, Scott, Washington
Johnstown, PA: Cambria*, Somerset
Joliet, IL: Grundy, Will

Joplin, MO: Jasper*, Newton
Kalamazoo, MI: Kalamazoo
Kankakee, IL: Kankakee
Kansas City, MO-KS:
  Kansas Portion: Johnson, Leavenworth, Miami, Wyandotte*
  Missouri Portion: Cass, Clay, Jackson*, Lafayette, Platte, Ray
Kennewick, WA (See Richland-Kennewick-Pasco)
Kenosha, WI: Kenosha
Killeen - Temple, TX: Bell*, Coryell
Kingsport, TN (See Johnson City-Kingsport-Bristol)
Knoxville, TN: Anderson, Blount, Grainger, Jefferson, Knox*, Sevier, Union
Kokomo, IN: Howard*, Tipton
La Crosse, WI: La Crosse
Lafayette - West Lafayette, IN: Tippecanoe
Lafayette, LA: Lafayette, St. Martin
Lake Charles, LA: Calcasieu
Lake County, IL: Lake
Lakeland - Winter Haven, FL: Polk
Lancaster, PA: Lancaster
Lansing - East Lansing, MI: Clinton, Eaton, Ingham*
Laredo, TX: Webb
Las Cruces, NM: Dona Ana
Las Vegas, NV: Clark
Lawrence, KS: Douglas
Lawrence, MA (See Boston-Lawrence-Salem-Lowell-Brockton)
Lawton, OK: Comanche
Leominster, MA (See Worcester-Fitchburg-Leominster)
Lewiston - Auburn, ME: Androscoggin
Lexington - Fayette, KY: Bourbon, Clark, Fayette*, Jessamine, Scott, Woodford
Lima, OH: Allen*, Auglaize
Lincoln, NE: Lancaster
Little Rock - North Little Rock, AR: Faulkner, Lonoke, Pulaski, Saline
Lompoc, CA (See Santa Barbara-Santa Maria-Lompoc)
Long Beach, CA (See Los Angeles-Long Beach)
Longmont, CO (See Boulder-Longmont)
Longview - Marshall, TX: Gregg*, Harrison*
Lorain - Elyria, OH: Lorain
Los Angeles - Long Beach, CA: Los Angeles

LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA: Metro Areas: Anaheim-Santa Ana, Los Angeles-Long Beach, Oxnard-Ventura, Riverside-San Bernadino, CA

Louisville, KY:
  Indiana Portion: Clark, Floyd, Harrison
  Kentucky Portion: Bullitt, Jefferson*, Oldham, Shelby
Loveland, CO (See Fort Collins-Loveland)
Lowell, MA (See Boston-Lawrence-Salem-Lowell-Brockton)
Lubbock, TX: Lubbock
Lynchburg, VA: Amherst, Campbell, Lynchburg*
Macon - Warner Robbins, GA: Bibb*, Houston*, Jones, Peach
Madison, WI: Dane
Manchester - Nashua, NH: Hillsborough
Mansfield, OH: Richland
Marietta, OH (See Parkersburg-Marietta)
Marshall, TX (See Longview-Marshall)
McAllen - Edinburg - Mission, TX: Hidalgo
Medford, OR: Jackson
Melbourne - Titusville - Palm Bay, FL: Brevard
Memphis, TN
  Arkansas Portion: Crittenden
  Mississippi Portion: De Soto
  Tennessee Portion: Shelby*, Tipton
Merced, CA: Merced
Meriden, CT (See New Haven-Waterbury-Meriden)
Miami - Hialeah, FL: Dade

MIAMI - FORT LAUDERDALE CONSOLIDATED AREA: Metro Areas: Fort Lauderdale-Hollywood-Pompano Beach, Miami-Hialeah, FL

Middlesex - Somerset - Hunterdon, NJ: Hunterdon, Middlesex, Somerset
Middletown, CT (See Hartford-New Britain-Middletown-Bristol)
Middletown, OH (See Hamilton-Middletown)
Midland, MI (See Saginaw-Bay City-Midland)
Midland, TX: Midland
Millville, NJ (See Vineland-Millville-Bridgeton)
Milwaukee, WI: Milwaukee*, Ozaukee, Washington, Waukesha

MILWAUKEE - RACINE CONSOLIDATED AREA: Metro Areas: Milwaukee, Racine, WI

Minneapolis - St. Paul, MN:
  Minnesota Portion: Anoka, Carver, Chisago, Dakota, Hennepin, Isanti, Ramsey, Scott, Washington Wright
  Wisconsin Portion: St. Croix
Mishawaka, IN (See South Bend-Mishawaka)
Mission, TX (See McAllen-Edinburg-Mission)
Mobile, AL: Baldwin, Mobile*
Modesto, CA: Stanislaus
Moline, IL (See Davenport-Rock Island-Moline)
Monmouth - Ocean, NJ: Monmouth, Ocean
Monroe, LA: Ouachita
Monterey, CA (See Salinas-Seaside-Monterey)
Montgomery, AL: Autauqa, Elmore, Montgomery*
Moorhead, MN (See Fargo-Moorhead)
Muncie, IN: Delaware
Muskegon, MI: Muskegon
Napa, CA (See Vallejo-Fairfield-Napa)
Naples, FL: Collier
Nashua, NH (See Manchester-Nashua)
Nashville, TN: Cheatham, Davidson*, Dickson, Robertson, Rutherford, Sumner, Williamson, Wilson
Nassau - Suffolk, NY: Nassau, Suffolk
Neenah, WI (See Appleton-Oshkosh-Neenah)
Newark, NJ: Essex*, Morris, Sussex, Union
New Bedford - Fall River - Attleboro, MA: Bristol
New Britain, CT (See Hartford-New Britain-Middletown-Bristol)
New Haven - Waterbury - Meriden, CT: New Haven
New London - Norwich, CT: New London
New Orleans, LA: Jefferson, Orleans*, St. Bernard, St. Charles, St. John the Baptist, St. Tammany
Newport News, VA (See Norfolk-Virginia Beach-Newport News)
New York, NY: Bronx*, Kings*, New York*, Putnam, Queens*, Richmond*, Rockland, Westchester

NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA: Metro Areas: Bergen-Passaic, NJ; Bridegport-Stamford-Norwalk-Danbury, CT; Jersey City, Middlesex-Somerset-Hunterdon, Monmouth-Ocean, NJ; Nassau-Suffolk, New York, NY; Newark, NJ; Orange County, NY

Niagara Falls, NY: Niagara
Norfolk - Virginia Beach - Newport News, VA: Chesapeake, Gloucester, Hampton, James City, Newport News*, Norfolk*, Poquoson, Portsmouth, Suffolk, Virginia Beach*, Williamsburg, York
Normal, IL (See Bloomington-Normal)
North Little Rock, AR (See Little Rock-North Little Rock)
Norwalk, CT (See Bridgeport-Stamford-Norwalk-Danbury)
Norwich, CT (See New London-Norwich)
Oakland, CA: Alameda*, Contra Costa
Ocala, FL: Marion
Odessa, TX: Ector
Ogden, UT (See Salt Lake City-Ogden)
Oklahoma City, OK: Canadian, Cleveland, Logan, McClain, Oklahoma*, Pottawatomie
Olympia, WA: Thurston
Omaha, NE:
  Iowa Portion: Pottawatomie
  Nebraska Portion: Douglas*, Sarpy, Washington
Orange County, NY: Orange
Orem, UT (See Provo-Orem)
Orlando, FL: Orange*, Osceola, Seminole
Oshkosh, WI (See Appleton-Oshkosh-Neenah)
Owensboro, KY: Davies
Oxnard - Ventura, CA: Ventura
Palm Bay, FL (See Melbourne-Titusville-Palm Bay)
Panama City, FL: Bay
Parkersburg - Marietta, WV - OH:
  Ohio Portion: Washington*
  West Virginia Portion: Wood*
Pascagoula, MS: Jackson
Pasco, WA (See Richland-Kennewick-Pasco)
Passaic, NJ (See Bergen-Passaic)
Pawtucket, RI (See Providence-Pawtucket-Woonsocket)
Pensacola, FL: Escambia*, Santa Rosa
Peoria, IL: Peoria, Tazewell, Woodford
Petersburg, VA (See Richmond-Petersburg)
Philadelphia, PA:
  New Jersey Portion: Burlington, Camden, Gloucester
  Pennsylvania Portion: Bucks, Chester, Delaware, Montgomery, Philadelphia*

PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA: Metro Areas: Philadelphia, PA; Trenton, Vineland-Milville-Bridgeton. NJ; Wilmington, DE

Phoenix, AZ: Maricopa
Pine Bluff, AR: Jefferson
Pittsburgh, PA: Allegheny*, Fayette, Washington, Westmoreland

PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA: Metro Areas: Beaver County, Pittsburgh, PA

Pittsfield, MA: Berkshire

Pompano Beach, FL (See Fort Lauderdale-Hollywood-Pompano Beach)
Port Arthur, TX (See Beaumont-Port Arthur)
Portland, ME: Cumberland
Portland, OR: Clackamas, Multnomah*, Washington, Yamhill

PORTLAND - VANCOUVER CONSOLIDATED AREA: Metro Areas: Portland, OR, Vancouver, WA

Portsmouth - Dover - Rochester, NH: Rockingham*, Strafford*
Poughkeepsie, NY: Dutchess
Providence - Pawtucket - Woonsocket, RI: Bristol, Kent*, Providence*, Washington
Provo - Orem, UT: Utah
Pueblo, CO: Pueblo
Racine, WI: Racine
Raleigh - Durham, NC: Durham*, Franklin, Orange, Wake*
Rantoul, IL (See Champaign-Urbana-Rantoul)
Rapid City, SD: Pennington
Reading, PA: Berks
Redding, CA: Shasta
Reno, NV: Washoe
Richland - Kennewick - Pasco, WA: Benton*, Franklin
Richmond - Petersburg, VA: Charles City, Chesterfield, Colonial Heights City, Dinwiddie, Goochland, Hanover, Henrico, Hopewell City, New Kent, Petersburg City, Powhatan, Prince George, Richmond City*
Riverside - San Bernardino, CA: Riverside*, San Bernardino*
Roanoke, VA: Botetourt, Roanoke, Roanoke City*, Salem City
Rochester, MN: Olmsted
Rochester, NY: Livingston, Monroe*, Ontario, Orleans, Wayne
Rockford, IL: Boone, Winnebago*
Rock Hill, SC (See Charlotte-Gastonia-Rock Hill)
Rock Island, IL (See Davenport-Rock Island-Moline)
Rome, NY (See Utica-Rome)
Sacramento, CA: El Dorado, Placer, Sacramento*, Yolo
Saginaw - Bay City - Midland, MI: Bay*, Midland*, Saginaw*
St. Cloud, MN: Benton, Sherburne, Stearns*
St. Joseph, MO: Buchanan
St. Louis, MO-IL:
Illinois Portion: Clinton, Jersey, Madison, Monroe, St. Clair
Missouri Portion: Franklin, Jefferson, St. Charles, St. Louis, St. Louis City
St. Paul, MN (See Minneapolis-St. Paul)
St. Petersburg, FL (See Tampa-St. Petersburg)
Salem, MA (See Boston-Lawrence-Salem-Lowell-Brockton)
Salem, OR: Marion*, Polk
Salinas - Seaside - Monterey, CA: Monterey
Salt Lake City - Ogden, UT: Davis, Salt Lake*, Weber*
San Angelo, TX: Tom Green
San Antonio, TX: Bexar*, Comal, Guadalupe
San Bernardino, CA (See Riverside-San Bernardino)
San Diego, CA: San Diego
San Francisco, CA: Marin, San Francisco*, San Mateo

SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA: Metro Areas: Oakland, San Francisco, San Jose, Santa Cruz, Santa Rosa-Petaluma, Vallejo-Fairfield-Napa, CA

San Jose, CA: Santa Clara
Santa Ana, CA (See Anaheim-Santa Ana)
Santa Barbara - Santa Maria - Lompoc, CA: Santa Barbara
Santa Cruz, CA: Santa Cruz
Santa Fe, NM: Los Alamos, Santa Fe*
Santa Maria, CA (See Santa Barbara-Santa Maria-Lompoc)
Santa Rosa - Petaluma, CA: Sonoma
Sarasota, FL: Sarasota
Savannah, GA: Chatham*, Effingham
Schenectady, NY (See Albany-Schenectady-Troy)
Scranton - Wilkes-Barre, PA: Columbia, Lackawanna*, Luzerne*, Monroe, Wyoming
Seaside, CA (See Salinas-Seaside-Monterey)
Seattle, WA: King, Snohomish

SEATTLE - TACOMA CONSOLIDATED AREA: Metro Areas: Seattle, Tacoma, WA

Sharon, PA: Mercer
Sheboygan, WI: Sheboygan

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MARKETING.... Branham's marketing, billing and service facilities help advertisers plan and execute their buys with one order and one bill; a must for today's advertiser.

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Sherman - Denison, TX: Grayson
Shreveport, LA: Bossier, Caddo*
Sioux City, IA:
  Iowa Portion: Woodbury*
  Nebraska Portion: Dakota
Sioux Falls, SD: Minnehaha
South Bend - Mishawaka, IN: St. Joseph

Spartanburg, SC (See Greenville-Spartanburg)
Spokane, WA: Spokane
Springdale, AR (See Fayetteville-Springdale)

Springfield, IL: Menard, Sangamon*
Springfield, MA: Hampden*, Hampshire
Springfield, MO: Christian, Greene*

Springfield, OH (See Dayton-Springfield)
Springfield, OR (See Eugene-Springfield)
Stamford, CT (See Bridgeport-Stamford-Norwalk-Danbury)
State College, PA: Centre

Steubenville - Weirton, OH-WV:
  Ohio Portion: Jefferson*
  West Virginia Portion: Brooke, Hancock*

Stockton, CA: San Joaquin

Syracuse, NY: Madison, Onondaga*, Oswego

Tacoma, WA: Pierce
Tallahassee, FL: Gadsden, Leon*
Tampa - St. Petersburg - Clearwater, FL: Hernando, Hillsborough*, Pasco, Pinellas*
Temple, TX (See Killeen-Temple)
Terre Haute, IN: Clay, Vigo*
Texarkana, TX-AR:
  Arkansas Portion: Miller*
  Texas Portion: Bowie*

Texas City, TX (See Galveston-Texas City)
Titusville, FL (See Melbourne-Titusville-Palm Bay)
Toledo, OH: Fulton, Lucas*, Wood

Topeka, KS: Shawnee
Trenton, NJ: Mercer
Troy, NY (See Albany-Schenectady-Troy)

Tucson, AZ: Pima
Tulsa, OK: Creek, Osage, Rogers, Tulsa*, Wagoner
Tuscaloosa, AL: Tuscaloosa
Tyler, TX: Smith
Urbana, IL (See Champaign-Urbana-Rantoul)
Utica - Rome, NY: Herkimer, Oneida*

Vallejo - Fairfield - Napa, CA: Napa, Solano
Vancouver, WA: Clark

Ventura, CA (See Oxnard-Ventura)
Victoria, TX: Victoria
Vineland - Milville - Bridgeton, NJ: Cumberland
Virginia Beach, VA (See Norfolk-Virginia Beach-Newport News)
Visalia - Tulare - Porterville, CA: Tulare
Waco, TX: McLennan
Warren, OH (See Youngstown-Warren)

Washington, DC:
  District of Columbia Portion: District of Columbia*
  Maryland Portion: Calvert, Charles, Frederick, Montgomery, Prince George's
  Virginia Portion: Alexandria City, Arlington, Fairfax, Fairfax City, Falls Church City, Loudon, Manassas City, Manassas Park City, Prince William, Stafford
Waterbury, CT (See New Haven-Waterbury-Meriden)
Waterloo - Cedar Falls, IA: Black Hawk*, Bremer
Wausau, WI: Marathon

Weirton, OH (See Steubenville-Weirton)
West Palm Beach - Boca Raton - Delray Beach, FL: Palm Beach
Wheeling, WV:
  Ohio Portion: Belmont
  West Virginia Portion: Marshall, Ohio*
Wichita, KS: Butler, Sedgwick*
Wichita Falls, TX: Witchita
Wilkes-Barre, PA (See Scranton-Wilkes-Barre)
Williamsport, PA: Lycoming
Wilmington, DE:
  Delaware Portion: New Castle*
  Maryland Portion: Cecil
  New Jersey Portion: Salem
Wilmington, NC: New Hanover
Winston-Salem, NC (See Greensboro-Winston-Salem-High Point)
Winter Haven, FL (See Lakeland-Winter Haven)
Woonsocket, RI (See Providence-Pawtucket-Woonsocket)
Worcester - Fitchburg - Leominster, MA: Worcester
Yakima, WA: Yakima
York, PA: Adams, York*
Youngstown - Warren, OH: Mahoning*, Trumbull*
Yuba City, CA: Sutter*, Yuba
Yuma, AZ: Yuma ☐

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Sources: Sales and Marketing Management, 1989; ABC Fas-Fax for 6 months ended 3/31/90.

SECTION B

SUMMARIES & METRO MARKET RANKINGS

1989 Regional and State Summaries of Population

S&MM ESTIMATES

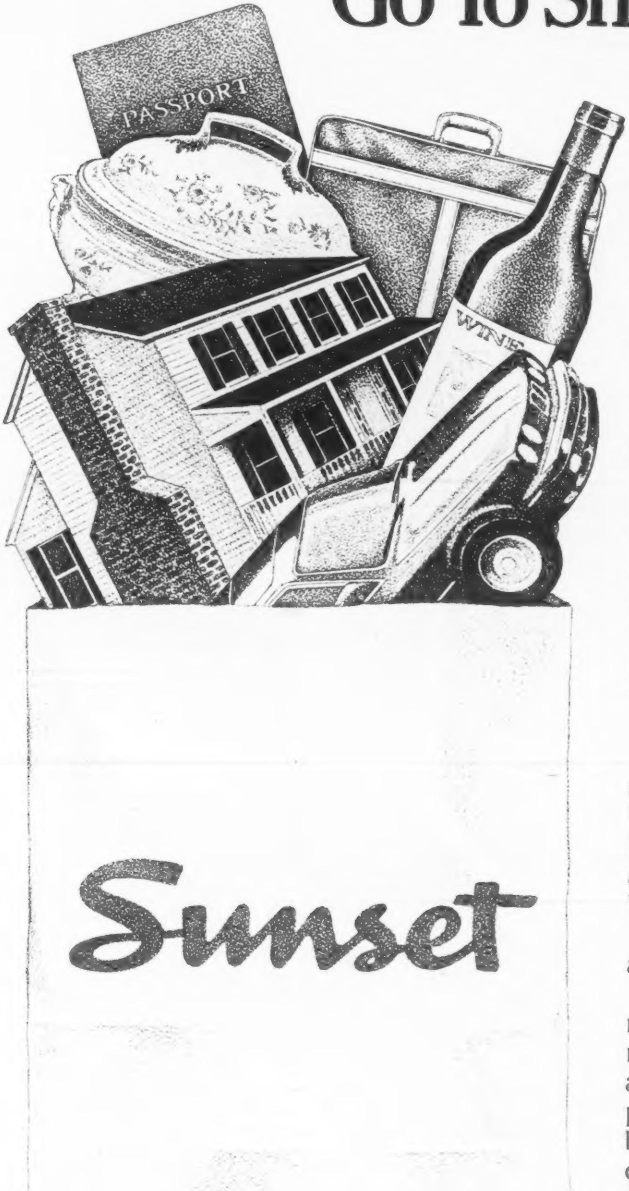
REGION State	12/31/89 Total Population (Thousands)	% Of U.S.	Median Age of Population	Population by Age Group: 0-17 Years (Thousands)	18-24 Years (Thousands)	25-34 Years (Thousands)	35-49 Years (Thousands)	50 & Over (Thousands)	12/31/89 Households (Thousands)	% Of U.S.
NEW ENGLAND	**13,105.2**	**5.2454**	**34.1**	**3,109.3**	**1,398.5**	**2,247.8**	**2,693.2**	**3,656.4**	**4,918.8**	**5.2637**
Connecticut	3,282.1	1.3136	34.8	770.8	330.1	550.8	713.0	917.4	1,213.7	1.2988
Maine	1,222.7	.4894	33.5	313.0	122.9	206.2	246.2	334.4	462.4	.4948
Massachusetts	5,927.5	2.3726	34.2	1,373.6	653.8	1,023.0	1,193.2	1,683.9	2,240.9	2.3980
New Hampshire	1,106.4	.4428	32.9	278.1	116.1	201.1	232.6	278.5	415.7	.4449
Rhode Island	1,004.3	.4020	34.7	230.1	112.6	164.8	194.3	302.5	370.7	.3967
Vermont	562.2	.2250	32.3	143.7	63.0	101.9	113.9	139.7	215.4	.2305
MIDDLE ATLANTIC	**37,958.0**	**15.1928**	**34.9**	**9,046.1**	**3,743.2**	**6,243.9**	**8,029.1**	**10,895.7**	**14,345.9**	**15.3513**
New Jersey	7,789.8	3.1179	35.0	1,878.6	735.0	1,276.5	1,713.5	2,186.2	2,881.4	3.0833
New York	18,078.2	7.2359	34.8	4,310.5	1,771.4	3,029.0	3,872.1	5,095.2	6,852.1	7.3323
Pennsylvania	12,090.0	4.8390	35.1	2,857.0	1,236.8	1,938.4	2,443.5	3,614.3	4,612.4	4.9357
EAST NORTH CENTRAL	**42,486.0**	**17.0052**	**32.6**	**11,109.3**	**4,570.2**	**7,275.4**	**8,722.8**	**10,808.3**	**15,902.4**	**17.0168**
Illinois	11,696.9	4.6817	33.0	2,994.6	1,245.9	2,015.5	2,430.6	3,010.3	4,371.4	4.6778
Indiana	5,617.9	2.2486	32.4	1,498.0	608.4	951.0	1,156.1	1,404.4	2,069.4	2.2144
Michigan	9,345.3	3.7405	32.0	2,509.4	1,024.4	1,627.4	1,915.3	2,268.8	3,440.6	3.6817
Ohio	10,934.8	4.3767	33.0	2,832.6	1,154.1	1,853.8	2,257.2	2,837.1	4,161.7	4.4533
Wisconsin	4,891.1	1.9577	32.7	1,274.7	537.4	827.7	963.6	1,287.7	1,859.3	1.9896
WEST NORTH CENTRAL	**17,970.2**	**7.1925**	**33.1**	**4,595.0**	**1,948.1**	**3,017.7**	**3,560.3**	**4,849.1**	**6,798.1**	**7.2744**
Iowa	2,857.8	1.1439	33.3	730.2	312.3	467.8	549.4	798.1	1,117.2	1.1955
Kansas	2,518.0	1.0078	33.2	627.5	280.0	426.7	496.7	687.1	962.5	1.0299
Minnesota	4,360.1	1.7451	32.3	1,138.4	477.8	771.9	879.7	1,092.3	1,632.3	1.7467
Missouri	5,222.7	2.0904	34.1	1,305.4	538.0	847.3	1,067.6	1,464.4	1,951.4	2.0882
Nebraska	1,606.8	.6431	32.9	415.0	174.6	271.7	311.2	434.3	613.1	.6560
North Dakota	680.8	.2725	31.4	181.8	83.6	116.6	123.9	174.9	249.6	.2671
South Dakota	724.0	.2897	32.2	196.7	81.8	115.7	131.8	198.0	272.0	.2910
SOUTH ATLANTIC	**43,565.3**	**17.4374**	**33.7**	**10,669.5**	**4,575.7**	**7,473.2**	**9,182.0**	**11,664.9**	**16,526.3**	**17.6844**
Delaware	672.0	.2690	33.0	169.5	75.5	114.1	143.6	169.3	244.1	.2612
District of Columbia	620.1	.2482	33.8	124.0	76.4	125.3	129.4	165.0	254.6	.2724
Florida	12,898.1	5.1625	37.9	2,782.8	1,187.3	1,956.2	2,527.8	4,444.0	5,229.7	5.5962
Georgia	6,526.6	2.6124	31.6	1,780.2	694.2	1,193.4	1,417.5	1,441.3	2,369.1	2.5352
Maryland	4,717.6	1.8882	33.1	1,168.7	493.0	865.2	1,076.9	1,113.8	1,724.3	1.8451
North Carolina	6,603.8	2.6432	32.6	1,673.2	747.7	1,152.7	1,409.5	1,620.7	2,493.0	2.6677
South Carolina	3,526.1	1.4114	31.2	965.3	411.8	623.5	728.4	797.1	1,284.4	1.3744
Virginia	6,104.4	2.4434	32.4	1,513.3	699.6	1,127.9	1,374.5	1,389.1	2,197.8	2.3518
West Virginia	1,896.6	.7591	33.4	492.5	190.2	314.9	374.4	524.6	729.3	.7804
EAST SOUTH CENTRAL	**15,576.2**	**6.2346**	**32.5**	**4,184.2**	**1,662.3**	**2,593.9**	**3,193.7**	**3,942.1**	**5,769.0**	**6.1734**
Alabama	4,185.7	1.6754	32.6	1,129.4	444.4	684.4	859.5	1,068.0	1,561.9	1.6714
Kentucky	3,766.2	1.5075	32.3	1,008.2	408.6	640.1	764.0	945.3	1,383.2	1.4802
Mississippi	2,657.1	1.0635	31.2	780.8	289.2	416.5	510.4	660.2	942.3	1.0083
Tennessee	4,967.2	1.9882	33.2	1,265.8	520.1	852.9	1,059.8	1,268.6	1,881.6	2.0135
WEST SOUTH CENTRAL	**27,132.2**	**10.8597**	**31.5**	**7,449.8**	**2,992.1**	**4,778.9**	**5,547.0**	**6,364.4**	**9,869.4**	**10.5612**
Arkansas	2,436.6	.9752	33.9	642.5	237.0	378.6	484.1	694.4	904.1	.9675
Louisiana	4,425.0	1.7711	30.6	1,275.9	508.0	762.7	874.0	1,004.4	1,576.8	1.6873
Oklahoma	3,286.9	1.3156	33.3	842.0	349.0	548.0	675.8	872.1	1,260.4	1.3488
Texas	16,983.7	6.7978	31.2	4,689.4	1,898.1	3,089.6	3,513.1	3,793.5	6,128.1	6.5576
MOUNTAIN	**13,690.3**	**5.4799**	**31.0**	**3,785.0**	**1,525.7**	**2,542.0**	**2,805.0**	**3,032.6**	**5,133.7**	**5.4934**
Arizona	3,638.8	1.4565	32.5	956.7	392.2	630.5	727.4	932.0	1,403.2	1.5015
Colorado	3,372.5	1.3499	31.2	856.0	393.5	703.9	732.0	687.1	1,314.5	1.4066
Idaho	1,021.2	.4088	30.5	303.2	108.0	179.2	201.9	228.9	362.5	.3879
Montana	814.3	.3260	32.1	217.5	86.3	146.6	165.8	198.1	318.2	.3405
Nevada	1,099.5	.4401	33.0	266.9	114.4	210.2	260.5	247.5	454.1	.4859
New Mexico	1,542.2	.6173	30.5	450.3	169.0	273.8	315.8	333.3	557.3	.5964
Utah	1,719.9	.6884	26.9	597.0	205.0	301.0	304.7	312.2	539.5	.5773
Wyoming	481.9	.1929	29.8	137.4	57.3	96.8	96.9	93.5	184.4	.1973
PACIFIC	**38,356.9**	**15.3525**	**32.6**	**9,451.0**	**4,175.6**	**7,305.7**	**8,172.9**	**9,251.7**	**14,187.3**	**15.1814**
Alaska	538.3	.2154	28.5	160.4	63.6	128.4	124.7	61.2	187.5	.2006
California	29,227.5	11.6985	32.7	7,142.2	3,202.1	5,525.2	6,254.0	7,104.0	10,700.5	11.4504
Hawaii	1,121.0	.4486	31.1	292.2	132.6	221.9	233.3	241.0	361.7	.3870
Oregon	2,786.5	1.1154	32.9	691.0	277.5	536.2	572.7	709.1	1,090.1	1.1664
Washington	4,683.6	1.8746	32.6	1,165.2	499.8	894.0	988.2	1,136.4	1,847.5	1.9770
TOTAL UNITED STATES	**249,840.3**	**100.0000**	**32.0**	**63,399.2**	**26,591.4**	**43,478.5**	**51,906.0**	**64,465.2**	**93,450.9**	**100.0000**

1989 Regional and State Summaries of Effective Buying Income

S&MM ESTIMATES

REGION State	1989 Total EBI ($000)	% Of U.S.	Per Capita EBI	Average Household EBI	Median Household EBI	Households by Effective Buying Income Group: Under $10,000 (Thousands)	$10,000-$19,999 (Thousands)	$20,000-$34,999 (Thousands)	$35,000-$49,999 (Thousands)	$50,000 & Over (Thousands)
NEW ENGLAND	**209,072,851**	**6.3596**	**15,953**	**42,505**	**31,773**	**643.1**	**869.3**	**1,183.4**	**917.8**	**1,305.2**
Connecticut	58,120,987	1.7679	17,708	47,887	36,407	131.1	181.6	268.2	233.1	399.7
Maine	15,233,417	.4634	12,459	32,944	24,769	74.5	109.6	132.2	79.1	67.0
Massachusetts	97,387,974	2.9624	16,430	43,459	32,521	299.6	382.3	518.8	420.9	619.3
New Hampshire	17,483,992	.5319	15,803	42,059	33,102	45.2	70.1	104.6	82.7	113.1
Rhode Island	13,915,009	.4232	13,855	37,537	28,080	58.9	72.8	95.3	68.1	75.6
Vermont	6,931,472	.2108	12,329	32,180	24,343	33.8	52.9	64.3	33.9	30.5
MIDDLE ATLANTIC . . .	**565,304,970**	**17.1957**	**14,893**	**39,405**	**28,465**	**2,322.3**	**2,758.7**	**3,537.9**	**2,472.1**	**3,254.9**
New Jersey	138,379,390	4.2092	17,764	48,025	36,201	340.2	438.3	614.3	521.7	966.9
New York	269,608,653	8.2011	14,913	39,347	27,632	1,191.8	1,339.7	1,642.2	1,142.2	1,536.2
Pennsylvania	157,316,927	4.7854	13,012	34,107	25,956	790.3	980.7	1,281.4	808.2	751.8
EAST NORTH CENTRAL	**545,453,415**	**16.5917**	**12,838**	**34,300**	**26,477**	**2,739.5**	**3,260.9**	**4,377.4**	**2,902.7**	**2,621.9**
Illinois	163,535,104	4.9745	13,981	37,410	28,438	728.2	818.7	1,118.5	813.9	892.1
Indiana	64,443,087	1.9602	11,471	31,141	24,562	366.4	468.4	613.8	359.6	261.2
Michigan	119,757,344	3.6428	12,815	34,807	27,093	590.6	684.0	923.6	645.8	596.6
Ohio	135,228,307	4.1134	12,367	32,494	25,336	757.1	884.0	1,184.0	740.6	596.0
Wisconsin	62,489,573	1.9008	12,776	33,609	26,105	297.2	405.8	537.5	342.8	276.0
WEST NORTH CENTRAL	**221,099,584**	**6.7256**	**12,304**	**32,524**	**23,947**	**1,297.0**	**1,559.5**	**1,847.1**	**1,101.5**	**993.0**
Iowa	32,743,167	.9960	11,457	29,308	21,823	233.4	279.7	328.8	164.8	110.5
Kansas	32,395,711	.9854	12,866	33,658	24,398	175.7	219.4	264.4	157.4	145.6
Minnesota	57,392,843	1.7458	13,163	35,161	26,848	268.3	338.8	439.1	296.6	289.5
Missouri	64,664,542	1.9670	12,381	33,138	24,484	372.3	436.5	502.1	320.3	320.2
Nebraska	19,268,590	.5862	11,992	31,428	22,811	122.4	146.9	170.8	92.4	80.6
North Dakota	7,213,282	.2194	10,595	28,899	21,101	54.1	64.5	70.4	36.4	24.2
South Dakota	7,421,449	.2258	10,251	27,285	18,640	70.8	73.7	71.5	33.6	22.4
SOUTH ATLANTIC	**562,074,345**	**17.0974**	**12,902**	**34,011**	**25,216**	**2,925.1**	**3,644.7**	**4,323.4**	**2,646.8**	**2,986.3**
Delaware	9,129,685	.2777	13,586	37,401	27,947	37.1	49.7	64.0	45.1	48.2
District of Columbia .	10,175,399	.3095	16,409	39,966	25,095	49.2	53.4	62.4	36.2	53.4
Florida	172,175,222	5.2373	13,349	32,923	24,276	924.1	1,238.2	1,361.7	790.3	915.4
Georgia	78,671,861	2.3931	12,054	33,207	25,136	447.3	504.4	608.4	391.7	417.3
Maryland	75,101,948	2.2844	15,920	43,555	35,185	192.1	261.2	403.9	333.4	533.7
North Carolina	75,515,972	2.2971	11,435	30,291	22,441	497.4	615.8	703.3	376.6	299.9
South Carolina	36,228,624	1.1020	10,274	28,207	21,300	282.7	322.0	363.9	187.2	128.6
Virginia	87,469,474	2.6607	14,329	39,799	30,430	295.2	405.1	554.1	399.6	543.8
West Virginia	17,606,160	.5356	9,283	24,141	18,179	200.0	194.9	201.7	86.7	46.0
EAST SOUTH CENTRAL	**160,797,165**	**4.8913**	**10,323**	**27,873**	**20,316**	**1,438.9**	**1,408.2**	**1,487.9**	**798.8**	**635.2**
Alabama	42,122,293	1.2813	10,063	26,969	19,768	407.8	381.1	399.6	213.3	160.1
Kentucky	38,721,571	1.1779	10,281	27,994	20,086	347.2	342.0	358.9	193.4	141.7
Mississippi	23,958,764	.7288	9,017	25,426	18,090	269.0	242.3	232.4	113.0	85.6
Tennessee	55,994,537	1.7033	11,273	29,759	22,168	414.9	442.8	497.0	279.1	247.8
WEST SOUTH CENTRAL	**298,397,113**	**9.0768**	**10,998**	**30,235**	**22,129**	**2,201.4**	**2,307.2**	**2,560.4**	**1,474.7**	**1,325.7**
Arkansas	24,077,964	.7325	9,882	26,632	18,808	236.3	240.8	231.5	110.3	85.2
Louisiana	43,573,006	1.3254	9,847	27,634	20,465	414.4	359.5	399.8	225.3	177.8
Oklahoma	32,266,858	.9815	9,817	25,600	18,746	331.9	335.8	334.0	153.2	105.5
Texas	198,479,285	6.0374	11,686	32,388	23,975	1,218.8	1,371.1	1,595.1	985.9	957.2
MOUNTAIN	**158,082,932**	**4.8084**	**11,547**	**30,793**	**23,980**	**915.5**	**1,217.7**	**1,446.9**	**829.7**	**723.9**
Arizona	43,289,435	1.3167	11,897	30,851	23,709	254.9	337.6	384.2	223.1	203.4
Colorado	43,552,387	1.3248	12,914	33,132	26,370	206.4	285.9	367.2	231.8	223.2
Idaho	10,675,213	.3247	10,454	29,449	22,344	68.5	93.4	105.8	55.1	39.7
Montana	8,426,508	.2563	10,348	26,482	20,402	71.2	85.0	92.3	42.6	27.1
Nevada	15,358,212	.4671	13,968	33,821	27,348	63.0	99.2	125.7	81.1	85.1
New Mexico	15,319,969	.4660	9,934	27,490	20,309	130.5	144.5	146.4	74.8	61.1
Utah	16,457,853	.5006	9,569	30,506	24,894	83.8	127.6	166.8	92.9	68.4
Wyoming	5,003,355	.1522	10,383	27,133	22,427	37.2	44.5	58.5	28.3	15.9
PACIFIC	**567,206,877**	**17.2535**	**14,788**	**39,980**	**29,652**	**2,054.4**	**2,733.3**	**3,435.7**	**2,467.8**	**3,496.1**
Alaska	8,079,362	.2458	15,009	43,090	32,678	26.3	32.3	40.7	33.3	54.9
California	444,988,647	13.5358	15,225	41,586	30,713	1,487.1	2,002.0	2,519.4	1,860.9	2,831.1
Hawaii	15,469,740	.4706	13,800	42,770	31,534	42.2	69.6	88.1	64.9	96.9
Oregon	33,083,064	1.0063	11,873	30,349	23,624	200.7	260.8	311.6	177.0	140.0
Washington	65,586,064	1.9950	14,003	35,500	27,901	298.1	368.6	475.9	331.7	373.2
TOTAL UNITED STATES	**3,287,489,252**	**100.0000**	**13,158**	**35,179**	**25,976**	**16,537.2**	**19,759.5**	**24,200.1**	**15,611.9**	**17,342.2**

Where The West's Big Spenders Go To Shop.



Sunset Magazine—an exceptional sales environment for cars, travel, new foods, home-building and remodeling products.

Let's look at a few numbers about Sunset's readers, the West's big spenders:

Base: U.S. Adults	Sunset	West	Rest of U.S.
HHI $50,000+	47%	28%	23%
Home valued $125,000+	45	28	16
Hold valid passport	27	18	12
Use travel agent	36	26	20
Own 3+ vehicles	42	37	32
Have bank card	74	58	49
Drank dinner/ table wines in last six months	56	35	24

Source: Mediamark Research, Inc., Spring 1990

Yes, the biggest buyers of them all are Sunset readers, whose median income of $48,060 (52% above the U.S. median) makes them the most attractive target audience in the Western market.

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1989 Regional and State Summaries of Retail Sales

S&MM ESTIMATES

REGION State	1989 Total Retail Sales ($000)	% Of U.S.	Per Household Retail Sales	Retail Sales by Store Group						Sales/Advertising Indexes		
				Food ($000)	Eating & Drinking Places ($000)	General Merchandise ($000)	Furniture/ Home Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
NEW ENGLAND	**114,022,740**	**6.6213**	**23,181**	**22,615,254**	**11,677,710**	**11,207,048**	**5,579,159**	**24,829,200**	**3,261,154**	**126**	**6.2155**	**118**
Connecticut	29,192,791	1.6952	24,053	5,599,289	2,648,930	2,960,658	1,552,480	6,386,446	753,530	129	1.6553	126
Maine	10,103,068	.5867	21,849	2,221,725	889,079	873,699	355,863	2,192,770	254,209	120	.5056	103
Massachusetts	51,106,324	2.9677	22,806	9,942,611	5,880,633	4,935,319	2,545,786	11,019,148	1,602,190	125	2.8461	120
New Hampshire	11,508,755	.6683	27,685	2,330,674	962,601	1,294,636	600,222	2,736,946	243,384	151	.5550	125
Rhode Island	7,382,769	.4288	19,916	1,483,769	822,692	820,389	320,412	1,464,564	288,360	107	.4206	105
Vermont	4,729,033	.2746	21,955	1,037,186	473,775	322,347	204,396	1,029,326	119,481	122	.2329	104
MIDDLE ATLANTIC	**265,013,099**	**15.3891**	**18,473**	**55,663,914**	**26,039,023**	**27,923,990**	**15,047,300**	**54,527,851**	**9,215,872**	**101**	**16.2530**	**107**
New Jersey	60,971,615	3.5406	21,160	12,904,132	5,450,502	6,161,990	3,751,386	13,854,024	1,722,180	114	3.7903	122
New York	122,452,786	7.1108	17,871	25,699,743	13,075,505	12,564,403	7,390,802	22,431,072	4,616,638	98	7.6809	106
Pennsylvania	81,588,698	4.7377	17,689	17,060,039	7,513,016	9,197,597	3,905,112	18,242,755	2,877,054	98	4.7818	99
EAST NORTH CENTRAL	**284,607,836**	**16.5268**	**17,897**	**52,779,420**	**27,390,445**	**36,405,632**	**14,739,768**	**65,240,146**	**10,809,081**	**97**	**16.6551**	**98**
Illinois	78,949,322	4.5845	18,060	14,488,125	7,914,662	9,271,608	4,401,022	16,711,127	3,929,148	98	4.7989	103
Indiana	37,142,764	2.1568	17,949	6,488,824	3,535,586	4,486,489	1,711,934	9,043,018	1,440,885	96	2.0770	92
Michigan	64,943,130	3.7712	18,876	11,299,161	6,053,528	9,282,489	3,484,807	15,824,352	2,142,631	101	3.7009	99
Ohio	69,923,217	4.0603	16,802	14,076,398	6,649,430	9,185,799	3,404,200	16,196,501	2,400,020	93	4.1502	95
Wisconsin	33,649,403	1.9540	18,098	6,426,912	3,237,239	4,179,247	1,737,805	7,465,148	896,397	100	1.9281	98
WEST NORTH CENTRAL	**118,513,316**	**6.8820**	**17,433**	**22,899,402**	**11,167,832**	**15,711,922**	**4,689,502**	**27,399,023**	**3,134,765**	**96**	**6.8658**	**95**
Iowa	17,801,489	1.0337	15,934	3,980,050	1,529,839	2,163,125	644,445	4,194,660	539,572	90	1.0368	91
Kansas	15,658,801	.9093	16,269	3,169,231	1,500,640	2,146,020	644,222	3,691,734	378,253	90	.9671	96
Minnesota	32,208,001	1.8703	19,732	5,743,273	3,001,377	4,438,188	1,360,817	6,855,803	822,030	107	1.7830	102
Missouri	34,069,784	1.9784	17,459	6,329,267	3,334,040	4,684,234	1,279,500	8,295,891	871,018	95	1.9951	95
Nebraska	10,000,677	.5807	16,312	1,996,196	1,011,755	1,236,951	473,262	2,225,924	267,744	90	.5959	93
North Dakota	4,408,994	.2561	17,664	801,079	407,719	576,975	137,355	1,079,609	120,790	94	.2410	88
South Dakota	4,365,570	.2535	16,050	880,306	382,462	466,429	149,901	1,055,402	135,358	88	.2469	85
SOUTH ATLANTIC	**306,821,204**	**17.8167**	**18,566**	**61,961,848**	**30,711,807**	**35,759,437**	**16,611,554**	**70,026,157**	**11,721,203**	**102**	**17.3811**	**100**
Delaware	5,585,796	.3244	22,883	1,040,316	500,439	819,723	304,939	1,173,491	195,769	121	.2900	108
District of Columbia	3,812,268	.2213	14,974	658,352	952,011	378,143	188,940	171,906	211,661	89	.2707	109
Florida	97,599,893	5.6676	18,663	19,803,419	10,010,041	11,023,134	5,296,563	23,347,282	3,873,652	110	5.3514	104
Georgia	43,961,456	2.5528	18,556	8,417,780	4,420,665	5,638,720	2,235,014	10,009,092	1,638,543	98	2.4849	95
Maryland	35,045,366	2.0351	20,324	6,856,974	3,408,832	4,149,924	2,070,598	8,057,604	1,240,207	108	2.1304	113
North Carolina	44,059,284	2.5584	17,673	8,776,203	4,130,846	4,727,298	2,561,517	10,157,275	1,742,480	97	2.4448	92
South Carolina	21,712,982	1.2608	16,905	4,717,771	2,163,379	2,377,687	1,141,300	4,660,882	806,279	89	1.2115	86
Virginia	44,840,180	2.6038	20,402	9,343,927	4,246,265	5,138,289	2,410,862	10,270,047	1,526,964	107	2.6001	106
West Virginia	10,203,979	.5925	13,991	2,347,106	879,329	1,506,519	401,821	2,178,578	485,648	78	.5973	79
EAST SOUTH CENTRAL	**91,923,987**	**5.3380**	**15,934**	**18,199,349**	**7,993,527**	**11,994,292**	**4,120,988**	**23,138,103**	**3,659,045**	**86**	**5.2938**	**85**
Alabama	25,122,712	1.4589	16,085	4,884,879	2,117,800	3,073,280	1,113,453	6,720,219	928,940	87	1.4134	84
Kentucky	22,465,835	1.3046	16,242	4,667,319	2,136,783	2,969,164	978,115	5,024,269	983,882	87	1.2817	85
Mississippi	13,426,461	.7796	14,249	3,001,774	1,015,401	1,952,686	489,738	3,219,004	566,314	73	.8110	76
Tennessee	30,908,979	1.7949	16,427	5,645,377	2,723,543	3,999,162	1,539,682	8,174,611	1,179,909	90	1.7877	90
WEST SOUTH CENTRAL	**174,152,340**	**10.1128**	**17,646**	**40,044,015**	**16,953,943**	**22,460,712**	**7,575,344**	**40,076,302**	**4,858,335**	**93**	**9.7442**	**90**
Arkansas	14,401,211	.8362	15,929	3,187,807	1,125,601	2,083,550	532,721	3,398,162	375,800	86	.8121	83
Louisiana	26,522,397	1.5401	16,820	6,786,130	2,493,869	3,631,899	1,107,957	5,353,097	1,087,069	87	1.4790	84
Oklahoma	19,852,439	1.1529	15,751	4,619,359	1,955,256	2,441,356	868,311	4,858,422	514,170	88	1.0997	84
Texas	113,376,293	6.5836	18,501	25,450,719	11,379,217	14,303,907	5,066,355	26,466,621	2,881,296	97	6.3534	93
MOUNTAIN	**86,517,549**	**5.0242**	**16,853**	**18,784,612**	**8,903,891**	**10,095,609**	**4,528,447**	**18,555,473**	**2,538,435**	**92**	**5.0075**	**91**
Arizona	24,046,270	1.3964	17,137	5,529,278	2,370,258	2,768,630	1,362,250	5,181,162	920,800	96	1.3686	94
Colorado	22,925,406	1.3313	17,440	4,746,470	2,542,664	2,867,018	1,290,048	4,684,102	493,581	99	1.3318	99
Idaho	5,513,716	.3202	15,210	1,258,700	503,103	514,160	263,708	1,329,141	164,978	78	.3402	83
Montana	4,904,084	.2848	15,412	1,161,006	515,498	462,869	227,520	1,021,461	142,691	87	.2787	85
Nevada	8,030,236	.4663	17,684	1,684,217	841,300	957,312	336,194	1,705,446	284,976	106	.4615	105
New Mexico	8,944,868	.5194	16,050	1,787,112	966,980	1,110,603	411,046	1,975,774	292,586	84	.5123	83
Utah	9,340,912	.5425	17,314	2,029,931	859,132	1,123,366	536,494	2,068,343	179,642	79	.5507	80
Wyoming	2,812,057	.1633	15,250	587,898	304,956	291,651	101,187	590,044	59,181	85	.1637	85
PACIFIC	**280,513,452**	**16.2891**	**19,772**	**56,862,698**	**32,864,298**	**31,720,909**	**16,454,884**	**58,116,746**	**11,637,794**	**106**	**16.5840**	**108**
Alaska	4,342,669	.2521	23,161	1,061,600	580,893	590,862	135,405	628,284	132,820	117	.2416	112
California	213,316,595	12.3871	19,935	42,509,454	24,718,183	23,284,295	13,269,331	45,042,059	9,097,432	106	12.8237	110
Hawaii	9,736,705	.5654	26,919	1,851,894	1,691,078	1,362,166	361,861	1,457,722	551,885	126	.4946	110
Oregon	20,225,882	1.1745	18,554	3,879,522	2,141,884	2,870,152	980,586	4,652,671	582,193	105	1.0786	97
Washington	32,891,601	1.9100	17,803	7,560,228	3,732,260	3,613,434	1,707,701	6,336,010	1,273,464	102	1.9455	104
TOTAL UNITED STATES	**1,722,085,523**	**100.0000**	**18,428**	**349,810,512**	**173,702,476**	**203,279,551**	**89,346,946**	**381,909,001**	**60,835,684**	**100**	**100.0000**	**100**

Total Population

Area	(Thous.)	Rank
Los Angeles–Long Beach	8,813.6	1
New York	8,602.1	2
Chicago	6,214.4	3
Philadelphia	4,934.9	4
Detroit	4,385.4	5
Washington	3,778.2	6
Boston–Lawrence–Salem–Lowell–Brockton	3,736.4	7
Houston	3,244.6	8
Atlanta	2,816.6	9
Nassau–Suffolk	2,669.9	10
San Diego	2,486.5	11
St. Louis	2,484.9	12
Dallas	2,481.9	13
Riverside–San Bernardino	2,434.1	14
Minneapolis–St. Paul	2,402.8	15
Baltimore	2,383.1	16
Anaheim–Santa Ana	2,314.0	17
Phoenix	2,108.6	18
Pittsburgh	2,105.4	19
Tampa–St. Petersburg–Clearwater	2,080.8	20
Oakland	2,049.4	21
Newark	1,896.4	22
Miami–Hialeah	1,885.9	23
Seattle	1,866.9	24
Cleveland	1,839.6	25
Denver	1,681.9	26
San Francisco	1,598.4	27
Kansas City	1,585.0	28
San Jose	1,456.2	29
Cincinnati	1,451.1	30
Sacramento	1,444.9	31
Milwaukee	1,404.4	32
Norfolk–Virginia Beach–Newport News	1,380.9	33
Columbus, Ohio	1,353.5	34
San Antonio	1,321.0	35
New Orleans	1,311.8	36
Fort Worth–Arlington	1,294.1	37
Bergen–Passaic	1,293.1	38
Fort Lauderdale–Hollywood–Pompano Beach	1,255.0	39
Indianapolis	1,254.9	40
Portland, Ore.	1,193.1	41
Charlotte–Gastonia–Rock Hill	1,127.9	42
Hartford–New Britain–Middletown–Bristol	1,125.4	43
Salt Lake City–Ogden	1,069.0	44
Orlando	1,044.2	45
Rochester, N.Y.	994.5	46
Middlesex–Somerset–Hunterdon	991.3	47
Nashville	987.6	48
Monmouth–Ocean	987.0	49
Memphis	986.3	50
Total Top 50	**113,608.9**	
Oklahoma City	973.7	51
Buffalo	968.2	52
Louisville	967.5	53
Dayton–Springfield	945.5	54
Greensboro–Winston-Salem–High Point	938.2	55
Birmingham	938.1	56
Jacksonville, Fla.	938.0	57
Providence–Pawtucket–Woonsocket	917.4	58
West Palm Beach–Boca Raton–Delray Beach	870.8	59
Albany–Schenectady–Troy	859.3	60
Richmond–Petersburg	855.0	61
Honolulu	853.7	62
Bridgeport–Stamford–Norwalk–Danbury	825.2	63
New Haven–Waterbury–Meriden	801.3	64
Austin	750.3	65
Tulsa	740.5	66
Scranton–Wilkes-Barre	740.3	67
Raleigh–Durham	698.5	68
Worcester–Fitchburg–Leominster	687.1	69
Allentown–Bethlehem–Easton	684.0	70
Oxnard–Ventura	673.2	71
Grand Rapids	669.0	72
Tucson	663.1	73
Las Vegas	661.4	74
Syracuse	656.1	75
Akron	654.5	76
Fresno	630.6	77
Greenville–Spartanburg	629.0	78
Toledo	620.8	79
Omaha	620.1	80
Gary–Hammond	619.2	81
Knoxville	609.7	82
Springfield, Mass.	595.7	83
Harrisburg–Lebanon–Carlisle	594.0	84
El Paso	592.4	85
Wilmington, Del.	579.6	86
Tacoma	562.3	87
Jersey City	541.9	88
Baton Rouge	539.6	89
Bakersfield	534.9	90
Little Rock–North Little Rock	519.2	91
Charleston, S.C.	514.2	92
Lake County, Ill.	508.2	93
Youngstown–Warren	507.0	94
Albuquerque	503.1	95
New Bedford–Fall River–Attleboro	498.1	96
Mobile	490.9	97
Stockton	479.4	98
Columbia, S.C.	461.2	99
Wichita	452.6	100
Total Top 100	**147,742.5**	
Johnson City–Kingsport–Bristol	452.1	101
Chattanooga	442.1	102
Vallejo–Fairfield–Napa	435.2	103
Lansing–East Lansing	434.8	104
Flint	433.7	105
Lancaster	415.7	106
Melbourne–Titusville–Palm Bay	413.9	107
York	413.7	108
Lakeland–Winter Haven	410.7	109
Saginaw–Bay City–Midland	408.9	110
Canton	406.8	111
Augusta	406.1	112
Jackson, Miss.	402.6	113
Colorado Springs	400.9	114
Des Moines	395.9	115
Joliet	388.9	116
McAllen–Edinburg–Mission	384.8	117
Santa Rosa–Petaluma	380.1	118
Fort Wayne	367.9	119
Davenport–Rock Island–Moline	367.5	120
Beaumont–Port Arthur	367.0	121
Aurora–Elgin	362.3	122
Corpus Christi	361.1	123
Daytona Beach	359.5	124
Pensacola	359.1	125
Shreveport	358.6	126
Spokane	358.1	127
Modesto	355.6	128
Salinas–Seaside–Monterey	355.0	129
Madison	353.9	130
Lexington-Fayette	349.6	131
Santa Barbara–Santa Maria–Lompoc	348.5	132
Peoria	346.9	133
Portsmouth–Dover–Rochester	345.2	134
Reading	333.3	135
Manchester–Nashua	333.1	136
Trenton	332.1	137
Huntington–Ashland	328.8	138
Fort Myers–Cape Coral	322.3	139
Utica–Rome	318.3	140
Atlantic City	316.7	141
Appleton–Oshkosh–Neenah	315.4	142
Montgomery	308.3	143
Visalia–Tulare–Porterville	307.7	144
Macon–Warner Robins	294.6	145
Orange County, N.Y.	294.3	146
Rockford	285.5	147
Evansville	284.5	148
Hamilton–Middletown	282.0	149
Erie	280.5	150
Total Top 150	**165,822.6**	
Ann Arbor	276.3	151
Lorain–Elyria	274.4	152
Salem, Ore.	272.1	153
Eugene–Springfield	271.6	154
Sarasota	266.8	155
Brownsville–Harlingen	266.6	156
Poughkeepsie	265.3	157
Binghamton	263.7	158
Fayetteville, N.C.	262.0	159
Charleston, W.Va.	261.4	160
Columbus, Ga.	256.1	161
New London–Norwich	255.6	162
Johnstown	253.0	163
Provo–Orem	252.2	164
Savannah	251.2	165
Killeen–Temple	249.4	166
Huntsville	247.1	167
Reno	246.0	168
Duluth	245.0	169
South Bend–Mishawaka	244.0	170
Fort Pierce	240.4	171
Santa Cruz	238.7	172
Springfield, Mo.	237.8	173
Portland, Me.	237.6	174
Tallahassee	235.7	175
Roanoke	229.6	176
Hickory–Morganton	227.4	177
Lubbock	225.4	178
Vancouver	224.8	179
Boulder–Longmont	223.2	180
Kalamazoo	220.6	181
Anchorage	220.2	182
Niagara Falls	219.3	183
Galveston–Texas City	216.0	184
Lincoln	212.1	185
Gainesville	211.8	186
Lafayette, La.	210.4	187
Boise	206.6	188
Biloxi–Gulfport	203.3	189
Ocala	197.7	190
Amarillo	196.8	191
Springfield, Ill.	196.1	192
Green Bay	193.6	193
Bradenton	192.1	194
Waco	191.8	195
Beaver County, Pa.	191.4	196
Brazoria	190.2	197
Fort Collins–Loveland	188.5	198
Yakima	187.8	199
Fort Smith	186.1	200
Total Top 200	**177,355.4**	
St. Cloud	185.7	201
Houma–Thibodaux	183.1	202
Bremerton	181.5	203
Chico	181.4	204
Merced	179.5	205
Asheville	175.0	206
Racine	174.3	207
Wheeling	174.0	208
Champaign–Urbana–Rantoul	173.8	209
Lake Charles	172.9	210
Cedar Rapids	171.5	211
Longview–Marshall	169.0	212
Benton Harbor	168.6	213
Topeka	166.1	214
Clarksville–Hopkinsville	161.0	215
Lima	160.2	216
Muskegon	160.0	217
Fort Walton Beach	158.9	218
Olympia	157.6	219
Parkersburg–Marietta	156.6	220
Tyler	153.1	221
Elkhart–Goshen	152.3	222
Fargo–Moorhead	152.1	223
Athens	151.3	224
Jackson, Mich.	150.7	225
Steubenville–Weirton	149.8	226
Lynchburg	149.3	227
Richland–Kennewick–Pasco	149.0	228
Waterloo–Cedar Falls	148.6	229
Tuscaloosa	148.0	230
Medford	147.1	231
Anderson, S.C.	146.0	232
Jamestown–Dunkirk	144.8	233
Redding	144.4	234
Monroe	143.7	235
Pittsfield	141.9	236
Bangor	141.6	237
Vineland–Millville–Bridgeton	141.6	237
Naples	141.1	239
Battle Creek	140.0	240
Eau Claire	140.0	240
Florence, Ala.	139.7	242
Greeley	139.5	243
Janesville–Beloit	139.2	244
Alexandria, La.	137.3	245
Burlington, Vt.	136.6	246
Joplin	135.6	247
Panama City	134.7	248
Dothan	134.4	249
Las Cruces	134.2	250
Total Top 250	**185,073.7**	
Altoona	133.0	251
Terre Haute	132.2	252
Anderson, Ind.	131.4	253
Pascagoula	129.8	254
Mansfield	129.3	255
Pueblo	129.0	256
Jacksonville, N.C.	128.7	257
Charlottesville	128.0	258
Sioux Falls	127.8	259
Bloomington–Normal	127.0	260
Laredo	126.3	261
Wichita Falls	125.9	262
Lafayette–West Lafayette	125.8	263
Anniston	125.3	264
Odessa	125.1	265
Bryan–College Station	124.6	266
Sharon	124.1	267
Decatur, Ill.	123.7	268
Abilene	123.3	269
Kenosha	122.8	270
Yuba City	122.6	271
Texarkana	122.0	272
Bellingham	121.9	273
Florence, S.C.	121.7	274
Muncie	120.4	275
Wilmington, N.C.	120.0	276
Williamsport	119.8	277
Lawton	119.1	278
Hagerstown	118.5	279
Albany, Ga.	118.3	280
State College	118.0	281
Sioux City	117.1	282
Billings	116.4	283
Glens Falls	116.0	284
Wausau	114.4	285
Santa Fe	113.5	286
Fayetteville–Springdale	112.7	287
Danville, Va.	111.2	288
Midland, Tex.	110.1	289
Columbia, Mo.	107.7	290
Burlington, N.C.	105.6	291
Gadsden	104.3	292
Decatur, Ala.	104.2	293
Lewiston–Auburn	104.1	294
Sheboygan	103.9	295
Bloomington, Ind.	103.1	296
Cumberland	103.1	296
Rochester, Minn.	101.9	298
Kankakee	101.3	299
Kokomo	100.5	300
San Angelo	99.7	301
Sherman–Denison	97.9	302
Yuma	97.0	303
La Crosse	96.5	304
Elmira	94.0	305
Pine Bluff	90.6	306
Dubuque	90.5	307
Bismarck	88.1	308
Owensboro	87.9	309
Iowa City	87.2	310
St. Joseph	85.6	311
Rapid City	81.2	312
Jackson, Tenn.	79.0	313
Great Falls	78.3	314
Lawrence, Kans.	77.1	315
Victoria	75.9	316
Cheyenne	74.3	317
Grand Forks	71.3	318
Casper	65.8	319
Enid	59.7	320
Total Above Areas	**192,667.8**	
Percent of U.S.	**77.1164**	
U.S. Total	**249,840.3**	

Suburban Population

Area	(Thous.)	Rank
Los Angeles–Long Beach	4,571.8	1
Philadelphia	3,180.6	2
Detroit	3,136.8	3
Chicago	3,095.9	4
Washington	2,963.3	5
Nassau–Suffolk	2,669.9	6
Boston–Lawrence–Salem–Lowell–Brockton	2,512.0	7
Atlanta	2,318.6	8
Riverside–San Bernardino	2,021.0	9
St. Louis	1,871.3	10
Anaheim–Santa Ana	1,817.8	11
Pittsburgh	1,700.5	12
Minneapolis–St. Paul	1,689.3	13
Baltimore	1,595.7	14
Oakland	1,521.8	15
Newark	1,473.2	16
Houston	1,452.3	17
Tampa–St. Petersburg–Clearwater	1,438.4	18
Cleveland	1,315.0	19
Dallas	1,283.7	20
Seattle	1,274.6	21
San Diego	1,267.7	22
Miami–Hialeah	1,224.3	23
Denver	1,186.6	24
New York	1,176.4	25
Bergen–Passaic	1,155.5	26
Cincinnati	1,076.7	27
Monmouth–Ocean	987.0	28
Sacramento	968.1	29
Middlesex–Somerset–Hunterdon	912.7	30
Fort Lauderdale–Hollywood–Pompano Beach	899.5	31
Kansas City	887.5	32
Orlando	875.4	33
San Francisco	867.6	34
Salt Lake City–Ogden	842.4	35
Hartford–New Britain–Middletown–Bristol	811.0	36
Rochester, N.Y.	760.6	37
Milwaukee	746.2	38
Portland, Ore.	744.4	39
New Orleans	738.4	40
Dayton–Springfield	696.4	41
Columbus, Ohio	693.9	42
West Palm Beach–Boca Raton–Delray Beach	679.9	43
San Jose	649.3	44
Louisville	649.0	45
Buffalo	645.0	46
Albany–Schenectady–Troy	643.4	47
Providence–Pawtucket–Woonsocket	639.4	48
Birmingham	624.8	49
Richmond–Petersburg	598.8	50
Total Top 50	**69,551.4**	
Charlotte–Gastonia–Rock Hill	598.4	51
Fort Worth–Arlington	588.6	52
Scranton–Wilkes-Barre	585.9	53
Phoenix	551.0	54
Greenville–Spartanburg	523.7	55
Greensboro–Winston-Salem–High Point	523.0	56
Indianapolis	517.3	57
Wilmington, Del.	508.1	58
Syracuse	499.0	59
Harrisburg–Lebanon–Carlisle	494.5	60
Allentown–Bethlehem–Easton	476.1	61
New Haven–Waterbury–Meriden	458.4	62
Nashville	453.3	63
Worcester–Fitchburg–Leominster	450.0	64
Grand Rapids	448.3	65
Honolulu	446.8	66
Charleston, S.C.	443.7	67
Oxnard–Ventura	443.0	68
Las Vegas	441.4	69
Bridgeport–Stamford–Norwalk–Danbury	441.3	70
Oklahoma City	438.5	71
Knoxville	406.5	72
Tacoma	400.0	73
Lake County, Ill.	387.7	74
Akron	376.1	75
York	368.5	76
Bakersfield	368.1	77
Tulsa	367.9	78
Columbia, S.C.	365.6	79
Gary–Hammond	363.7	80
Augusta	361.4	81
Lancaster	356.1	82
Youngstown–Warren	352.0	83
Springfield, Mass.	336.5	84
Johnson City–Kingsport–Bristol	330.8	85
Raleigh–Durham	328.8	86
Joliet	312.7	87
Lakeland–Winter Haven	307.4	88
Fresno	305.1	89
Baton Rouge	300.4	90
San Antonio	296.3	91
Daytona Beach	294.9	92
Orange County, N.Y.	294.3	93
Pensacola	293.6	94
Flint	291.4	95
Memphis	291.4	95
Jersey City	285.1	97
Mobile	280.7	98
Atlantic City	280.2	99
Jacksonville, Fla.	277.3	100
Total Top 100	**89,462.2**	
Chattanooga	276.9	101
New Bedford–Fall River–Attleboro	274.7	102
Norfolk–Virginia Beach–Newport News	274.2	103
Portsmouth–Dover–Rochester	267.1	104
Austin	262.6	105
Canton	262.2	106
Lansing–East Lansing	260.3	107
Tucson	260.2	108
Saginaw–Bay City–Midland	259.7	109
Reading	256.2	110
Toledo	253.0	111
Huntington–Ashland	245.9	112
Melbourne–Titusville–Palm Bay	242.8	113
Trenton	239.6	114
Little Rock–North Little Rock	236.3	115
Poughkeepsie	234.7	116
Stockton	230.9	117
Santa Rosa–Petaluma	228.0	118
Johnstown	222.2	119
Fort Myers–Cape Coral	215.5	120
Sarasota	212.4	121
Binghamton	211.9	122
Utica–Rome	207.7	123
Charleston, W.Va.	205.7	124
Peoria	204.6	125
Aurora–Elgin	201.8	126
Des Moines	199.1	127
Fort Pierce	199.0	128
Jackson, Miss.	198.4	129
McAllen–Edinburg–Mission	197.1	130
Vallejo–Fairfield–Napa	195.5	131
Beaver County, Pa.	191.4	132
Beaumont–Port Arthur	190.8	133
Brazoria	190.2	134
Omaha	189.9	135
Santa Cruz	189.8	136
New London–Norwich	187.9	137
Fayetteville, N.C.	185.9	138
Spokane	185.3	139
Fort Wayne	184.5	140
Davenport–Rock Island–Moline	184.0	141
Salinas–Seaside–Monterey	183.1	142
Hickory–Morganton	182.8	143
Visalia–Tulare–Porterville	182.4	144
Vancouver	179.8	145
Santa Barbara–Santa Maria–Lompoc	179.6	146
Salem, Ore.	176.1	147
Portland, Me.	174.2	148
Madison	174.1	149
Appleton–Oshkosh–Neenah	172.7	150
Total Top 150	**100,182.9**	
Hamilton–Middletown	170.1	151
Erie	165.7	152
Ann Arbor	164.7	153
Modesto	164.7	153
Wichita	156.5	155
Niagara Falls	155.3	156
Benton Harbor	154.1	157
Manchester–Nashua	151.7	158
Bradenton	151.1	159
Rockford	148.1	160
Ocala	147.3	161
Chico	145.0	162
Bremerton	144.6	163
Lorain–Elyria	143.8	164
Kalamazoo	143.5	165
St. Cloud	140.8	166
Yakima	136.7	167
Duluth	136.2	168
Wheeling	134.8	169
Fort Walton Beach	134.2	170
Killeen–Temple	133.9	171
Houma–Thibodaux	133.6	172
Roanoke	128.7	173
Reno	127.0	174
Merced	126.3	175
Olympia	125.8	176
Lexington-Fayette	125.5	177
Gainesville	124.5	178
Macon–Warner Robins	122.8	179
Evansville	122.1	180
Albuquerque	120.8	181
Eugene–Springfield	120.4	182
Muskegon	120.0	183
Naples	119.7	184
Anderson, S.C.	116.3	185
Lafayette, La.	115.2	186
Galveston–Texas City	114.4	187
Biloxi–Gulfport	114.1	188
Lima	112.9	189
Jackson, Mich.	112.8	190
Bangor	111.0	191
Provo–Orem	111.0	191
Montgomery	110.8	193
Fort Smith	109.4	194
Colorado Springs	109.3	195
Asheville	109.0	196
Sharon	108.4	197
Athens	107.2	198
Steubenville–Weirton	104.3	199
Florence, Ala.	103.3	200
Total Top 200	**106,692.3**	
Parkersburg–Marietta	102.4	201
Brownsville–Harlingen	102.3	202
Tallahassee	101.6	203
Medford	101.2	204
Glens Falls	99.3	205
Yuba City	99.1	206
Jacksonville, N.C.	98.6	207
Pascagoula	98.6	207
Lake Charles	98.5	209
Savannah	97.9	210
Burlington, Vt.	97.7	211
Panama City	97.3	212
Green Bay	96.9	213
Jamestown–Dunkirk	95.7	214
Anniston	94.9	215
Joplin	94.5	216
South Bend–Mishawaka	94.4	217
Springfield, Ill.	93.7	218
Springfield, Mo.	93.2	219
Racine	92.5	220
Pittsfield	92.4	221
Boulder–Longmont	91.9	222
Corpus Christi	91.3	223
Boise	90.5	224
Florence, S.C.	88.4	225
Redding	88.1	226
Monroe	87.7	227
Williamsport	87.6	228
Alexandria, La.	86.8	229
Charlottesville	86.8	229
Waco	85.7	231
Battle Creek	85.4	232
Eau Claire	84.5	233
Hagerstown	84.0	234
State College	83.9	235
Elkhart–Goshen	83.8	236
Shreveport	82.4	237
Lynchburg	80.9	238
Greeley	80.6	239
Wausau	80.6	239
Altoona	80.0	241
Cumberland	80.0	241
El Paso	79.3	243
Dothan	78.3	244
Tyler	78.3	244
Mansfield	77.8	246
Huntsville	77.5	247
Terre Haute	75.9	248
Las Cruces	75.6	249
Bellingham	74.6	250
Total Top 250	**111,143.2**	
Kankakee	73.4	251
Columbus, Ga.	72.9	252
Longview–Marshall	71.9	253
Tuscaloosa	71.9	253
Anderson, Ind.	70.9	255
Fort Collins–Loveland	70.3	256
Danville, Va.	66.3	257
Burlington, N.C.	66.0	258
Texarkana	65.9	259
Cedar Rapids	61.3	260
Elmira	60.5	261
Lafayette–West Lafayette	59.5	262
Wilmington, N.C.	59.5	262
Gadsden	58.1	264
Richland–Kennewick–Pasco	56.5	265
Decatur, Ala.	56.2	266
Sheboygan	55.8	267
Champaign–Urbana–Rantoul	55.4	268
Kokomo	55.1	269
Santa Fe	53.6	270
Janesville–Beloit	51.6	271
Fargo–Moorhead	51.3	272
Bloomington, Ind.	49.3	273
Waterloo–Cedar Falls	48.5	274
Clarksville–Hopkinsville	47.5	275
Muncie	46.9	276
La Crosse	46.8	277
Kenosha	46.4	278
Yuma	43.4	279
Topeka	43.1	280
Columbia, Mo.	43.0	281
Sherman–Denison	41.6	282
Lewiston–Auburn	41.2	283
Bismarck	40.1	284
Fayetteville–Springdale	40.1	284
Rochester, Minn.	40.0	286
Vineland–Millville–Bridgeton	39.8	287
Sioux City	37.8	288
Lubbock	37.5	289
Billings	36.8	290
Bloomington–Normal	36.7	291
Iowa City	36.5	292
Amarillo	36.1	293
Decatur, Ill.	35.5	294
Lawton	34.1	295
Albany, Ga.	33.9	296
Dubuque	31.4	297
Owensboro	30.3	298
Wichita Falls	26.9	299
Odessa	26.8	300
Pueblo	26.6	301
Jackson, Tenn.	25.3	302
Sioux Falls	25.2	303
Grand Forks	23.7	304
Rapid City	23.0	305
Casper	21.8	306
Lincoln	21.3	307
Great Falls	20.8	308
Cheyenne	20.4	309
Pine Bluff	19.4	310
Victoria	19.1	311
Lawrence, Kans.	16.9	312
St. Joseph	12.5	313
Enid	11.8	314
Bryan–College Station	11.1	315
Midland, Tex.	10.3	316
San Angelo	10.2	317
Abilene	9.3	318
Laredo	3.4	319
Anchorage	.0	320
Total Above Areas	**113,937.2**	
Percent of U.S.	**100.0000**	
U.S. Total	**113,937.2**	

Black Population

Area	(Thous.)	Rank
New York	2,265.2	1
Chicago	1,477.1	2
Los Angeles–Long Beach	1,179.2	3
Washington	1,023.9	4
Philadelphia	964.6	5
Detroit	919.0	6
Atlanta	660.4	7
Houston	645.5	8
Baltimore	621.8	9
Newark	460.6	10
New Orleans	438.9	11
St. Louis	426.0	12
Dallas	417.4	13
Memphis	411.8	14
Norfolk–Virginia Beach–Newport News	394.4	15
Miami–Hialeah	389.6	16
Cleveland	359.2	17
Oakland	335.7	18
Birmingham	269.2	19
Richmond–Petersburg	248.0	20
Charlotte–Gastonia–Rock Hill	244.3	21
Boston–Lawrence–Salem–Lowell–Brockton	208.9	22
Jacksonville, Fla.	208.7	23
Tampa–St. Petersburg–Clearwater	205.1	24
Kansas City	199.4	25
Raleigh–Durham	193.3	26
Nassau–Suffolk	193.1	27
Greensboro–Winston-Salem–High Point	191.2	28
Cincinnati	185.9	29
Indianapolis	185.0	30
Jackson, Miss.	178.8	31
Pittsburgh	175.8	32
Milwaukee	168.0	33
Charleston, S.C.	165.4	34
Nashville	162.8	35
Fort Lauderdale–Hollywood–Pompano Beach	160.4	36
Columbus, Ohio	159.1	37
Baton Rouge	157.7	38
Mobile	150.7	39
San Diego	145.9	40
Fort Worth–Arlington	144.2	41
Orlando	137.7	42
Gary–Hammond	135.2	43
Columbia, S.C.	134.7	44
San Francisco	133.9	45
Riverside–San Bernardino	132.9	46
Louisville	129.0	47
Dayton–Springfield	128.8	48
Augusta	127.5	49
Shreveport	126.2	50
Total Top 50	**18,877.1**	
West Palm Beach–Boca Raton–Delray Beach	124.2	51
Greenville–Spartanburg	114.9	52
Montgomery	114.1	53
Buffalo	113.3	54
Macon–Warner Robins	104.9	55
Bergen–Passaic	104.7	56
Little Rock–North Little Rock	102.3	57
San Antonio	97.8	58
Savannah	95.2	59
Columbus, Ga.	94.9	60
Rochester, N.Y.	91.4	61
Oklahoma City	90.9	62
Wilmington, Del.	90.5	63
Denver	89.5	64
Sacramento	89.3	65
Beaumont–Port Arthur	87.6	66
Flint	87.0	67
Hartford–New Britain–Middletown–Bristol	86.3	68
Fayetteville, N.C.	83.7	69
Jersey City	82.2	70
Tallahassee	79.1	71
New Haven–Waterbury–Meriden	78.6	72
Bridgeport–Stamford–Norwalk–Danbury	75.2	73
Austin	75.1	74
Las Vegas	73.4	75
Seattle	71.5	76
Toledo	71.1	77
Monmouth–Ocean	69.2	78
Trenton	68.7	79
Phoenix	66.9	80
Chattanooga	65.6	81
Lakeland–Winter Haven	63.7	82
Akron	63.5	83
Pensacola	61.9	84
Minneapolis–St. Paul	60.5	85
Tulsa	58.1	86
Youngstown–Warren	58.0	87
Middlesex–Somerset–Hunterdon	57.2	88
Huntsville	53.6	89
San Jose	53.5	90
Atlantic City	52.2	91
Lafayette, La.	52.1	92
Albany, Ga.	51.1	93
Omaha	49.7	94
Florence, S.C.	48.8	95
Killeen–Temple	46.3	96
Monroe	45.1	97
Tuscaloosa	44.6	98
Gainesville	44.3	99
Galveston–Texas City	42.4	100
Total Top 100	**22,622.8**	
Daytona Beach	42.1	101
Longview–Marshall	41.7	102
Saginaw–Bay City–Midland	41.2	103
Lexington-Fayette	40.9	104
Lake Charles	40.6	105
Grand Rapids	40.3	106
Biloxi–Gulfport	39.6	107
Alexandria, La.	39.5	108
Fresno	39.1	109
Knoxville	39.0	110
Vallejo–Fairfield–Napa	39.0	110
Harrisburg–Lebanon–Carlisle	38.9	112
Joliet	38.8	113
Fort Pierce	38.7	114
Pine Bluff	38.5	115
Melbourne–Titusville–Palm Bay	37.3	116
Springfield, Mass.	37.0	117
Wichita	36.8	118
Danville, Va.	36.3	119
Lake County, Ill.	36.2	120
Clarksville–Hopkinsville	35.6	121
Tyler	35.5	122
Albany–Schenectady–Troy	35.1	123
Syracuse	35.1	123
Tacoma	35.1	123
Portland, Ore.	35.0	126
Ann Arbor	32.9	127
Waco	32.9	127
Lynchburg	32.8	129
Ocala	32.8	129
Fort Wayne	31.6	131
Providence–Pawtucket–Woonsocket	31.0	132
Anaheim–Santa Ana	30.9	133
Dothan	30.0	134
Texarkana	30.0	134
Athens	29.1	136
Roanoke	28.8	137
Bakersfield	28.3	138
Benton Harbor	28.2	139
Wilmington, N.C.	28.0	140
Anderson, S.C.	27.4	141
Fort Myers–Cape Coral	27.4	141
Pascagoula	27.4	141
Jacksonville, N.C.	27.0	144
Lansing–East Lansing	26.9	145
Colorado Springs	26.8	146
Canton	26.0	147
Stockton	25.4	148
Houma–Thibodaux	25.3	149
Jackson, Tenn.	25.2	150
Total Top 150	**24,307.8**	
South Bend–Mishawaka	25.2	150
El Paso	24.5	152
Rockford	24.3	153
Vineland–Millville–Bridgeton	24.3	153
Anniston	23.7	155
Peoria	23.0	156
Muskegon	22.5	157
Salinas–Seaside–Monterey	22.2	158
Burlington, N.C.	22.1	159
Orange County, N.Y.	21.5	160
Lorain–Elyria	21.4	161
Poughkeepsie	21.3	162
Charlottesville	20.6	163
Hickory–Morganton	20.4	164
Florence, Ala.	19.7	165
Lawton	19.2	166
Kalamazoo	18.9	167
Davenport–Rock Island–Moline	18.5	168
Honolulu	18.3	169
Aurora–Elgin	18.1	170
Bradenton	18.0	171
Tucson	18.0	171
Evansville	17.9	173
Lubbock	17.4	174
Des Moines	16.8	175
Kankakee	16.7	176
Asheville	16.6	177
Champaign–Urbana–Rantoul	16.6	177
Panama City	16.4	179
Brazoria	16.3	180
Corpus Christi	16.1	181
Gadsden	15.8	182
Battle Creek	15.6	183
Racine	15.4	184
Bryan–College Station	15.0	185
Decatur, Ill.	14.8	186
Fort Walton Beach	14.7	187
Hamilton–Middletown	14.1	188
Sarasota	14.1	188
Charleston, W.Va.	13.7	190
Erie	13.7	190
Springfield, Ill.	13.5	192
Topeka	13.5	192
Oxnard–Ventura	13.4	194
Jackson, Mich.	12.5	195
Wichita Falls	12.3	196
Albuquerque	12.2	197
Lima	12.1	198
Anchorage	11.9	199
Niagara Falls	11.9	199
Total Top 200	**25,184.5**	
Beaver County, Pa.	11.8	201
Decatur, Ala.	11.6	202
York	11.6	202
Allentown–Bethlehem–Easton	11.4	204
Worcester–Fitchburg–Leominster	11.0	205
Anderson, Ind.	10.6	206
New London–Norwich	10.5	207
Johnson City–Kingsport–Bristol	10.0	208
Mansfield	10.0	208
Midland, Tex.	10.0	208
Amarillo	9.6	211
Merced	9.2	212
Reading	9.2	212
Salt Lake City–Ogden	9.0	214
New Bedford–Fall River–Attleboro	8.9	215
Utica–Rome	8.9	215
Waterloo–Cedar Falls	8.9	215
Lancaster	8.8	218
Santa Barbara–Santa Maria–Lompoc	8.7	219
Muncie	8.3	220
Naples	8.3	220
Abilene	8.2	222
Sherman–Denison	7.6	223
Huntington–Ashland	7.4	224
Elkhart–Goshen	7.3	225
Columbia, Mo.	7.1	226
Terre Haute	6.8	227
Fort Smith	6.6	228
Madison	6.3	229
Steubenville–Weirton	6.2	230
Odessa	6.1	231
Sharon	5.8	232
Bloomington–Normal	5.7	233
Hagerstown	5.6	234
Janesville–Beloit	5.1	235
Scranton–Wilkes-Barre	5.1	235
Kokomo	4.8	237
Victoria	4.8	237
Reno	4.7	239
Elmira	4.4	240
San Angelo	4.3	241
Spokane	4.3	241
Visalia–Tulare–Porterville	4.2	243
Santa Rosa–Petaluma	4.1	244
Lincoln	3.9	245
Modesto	3.9	245
Wheeling	3.9	245
Binghamton	3.7	248
Owensboro	3.7	248
Johnstown	3.5	250
Total Top 250	**25,545.9**	
Lawrence, Kans.	3.4	251
Springfield, Mo.	3.3	252
Yuba City	3.2	253
Bremerton	3.1	254
Cedar Rapids	3.1	254
Kenosha	3.1	254
Bloomington, Ind.	2.9	257
St. Joseph	2.7	258
Yuma	2.7	258
Pueblo	2.5	260
Pittsfield	2.4	261
Richland–Kennewick–Pasco	2.4	261
Cheyenne	2.2	263
Cumberland	2.2	263
Lafayette–West Lafayette	2.2	263
Jamestown–Dunkirk	2.1	266
Las Cruces	2.1	266
Portsmouth–Dover–Rochester	2.1	266
Boulder–Longmont	2.0	269
Chico	2.0	269
Enid	2.0	269
Williamsport	1.9	272
Vancouver	1.8	273
Santa Cruz	1.7	274
Fayetteville–Springdale	1.6	275
Manchester–Nashua	1.6	275
Parkersburg–Marietta	1.6	275
Yakima	1.6	275
Eugene–Springfield	1.5	279
Salem, Ore.	1.5	279
State College	1.5	279
Glens Falls	1.4	282
Iowa City	1.4	282
Grand Forks	1.2	284
Olympia	1.2	284
Sioux City	1.2	284
Joplin	1.1	287
Altoona	1.0	288
Brownsville–Harlingen	1.0	288
Duluth	1.0	288
Portland, Me.	1.0	288
Rapid City	1.0	288
Great Falls	.9	293
Fort Collins–Loveland	.8	294
McAllen–Edinburg–Mission	.8	294
Redding	.8	294
Boise	.7	297
Greeley	.7	297
Appleton–Oshkosh–Neenah	.5	299
Burlington, Vt.	.5	299
Green Bay	.5	299
Rochester, Minn.	.5	299
Santa Fe	.5	299
Casper	.4	304
St. Cloud	.4	304
Bellingham	.3	306
Billings	.3	306
Fargo–Moorhead	.3	306
Sheboygan	.3	306
Sioux Falls	.3	306
Bangor	.2	311
Dubuque	.2	311
Eau Claire	.2	311
La Crosse	.2	311
Lewiston–Auburn	.2	311
Medford	.2	311
Bismarck	.1	317
Laredo	.1	317
Provo–Orem	.1	317
Wausau	.0	320
Total Above Areas	**25,639.4**	
Percent of U.S.	**82.6328**	
U.S. Total	**31,028.1**	

Hispanic Population

Area	(Thous.)	Rank
Los Angeles–Long Beach	3,246.2	1
New York	1,888.0	2
Miami–Hialeah	855.0	3
Chicago	738.1	4
San Antonio	689.3	5
Houston	627.2	6
Riverside–San Bernardino	549.2	7
Anaheim–Santa Ana	477.3	8
San Diego	462.5	9
El Paso	419.8	10
McAllen–Edinburg–Mission	335.2	11
Phoenix	330.3	12
San Jose	315.8	13
Dallas	295.5	14
Oakland	273.6	15
Brownsville–Harlingen	225.7	16
Fresno	225.1	17
San Francisco	220.8	18
Albuquerque	215.0	19
Corpus Christi	209.8	20
Denver	193.5	21
Oxnard–Ventura	180.5	22
Jersey City	174.2	23
Sacramento	170.4	24
Tucson	167.2	25
Austin	162.2	26
Newark	161.2	27
Bakersfield	145.3	28
Philadelphia	140.3	29
Nassau–Suffolk	130.9	30
Washington	127.3	31
Salinas–Seaside–Monterey	125.3	32
Tampa–St. Petersburg–Clearwater	125.1	33
Bergen–Passaic	122.7	34
Fort Worth–Arlington	122.6	35
Laredo	122.4	36
Stockton	113.5	37
Visalia–Tulare–Porterville	113.0	38
Boston–Lawrence–Salem–Lowell–Brockton	108.1	39
Detroit	83.4	40
Santa Barbara–Santa Maria–Lompoc	82.0	41
Las Cruces	78.0	42
Modesto	65.7	43
Honolulu	61.5	44
Fort Lauderdale–Hollywood–Pompano Beach	58.9	45
Santa Fe	58.7	46
Salt Lake City–Ogden	57.1	47
Hartford–New Britain–Middletown–Bristol	56.4	48
Bridgeport–Stamford–Norwalk–Danbury	55.6	49
Middlesex–Somerset–Hunterdon	55.5	50
Total Top 50	**16,017.9**	
Las Vegas	55.4	51
Lubbock	55.0	52
Merced	55.0	52
New Orleans	54.1	54
Vallejo–Fairfield–Napa	53.6	55
West Palm Beach–Boca Raton–Delray Beach	51.6	56
Gary–Hammond	49.2	57
Pueblo	45.4	58
Orlando	44.8	59
Santa Cruz	43.2	60
Kansas City	40.8	61
Seattle	40.3	62
Aurora–Elgin	39.1	63
Milwaukee	38.3	64
Odessa	35.5	65
Colorado Springs	35.3	66
Atlanta	35.1	67
Yuma	34.8	68
Brazoria	34.6	69
Yakima	33.5	70
New Haven–Waterbury–Meriden	33.4	71
Santa Rosa–Petaluma	32.8	72
Galveston–Texas City	32.4	73
Monmouth–Ocean	31.9	74
Killeen–Temple	31.1	75
Lake County, Ill.	30.4	76
Portland, Ore.	29.1	77
Springfield, Mass.	28.8	78
Cleveland	28.0	79
Victoria	27.5	80
Minneapolis–St. Paul	27.4	81
St. Louis	26.8	82
San Angelo	26.4	83
Greeley	25.7	84
Norfolk–Virginia Beach–Newport News	25.4	85
Baltimore	25.1	86
Oklahoma City	24.2	87
Rochester, N.Y.	23.7	88
Providence–Pawtucket–Woonsocket	22.4	89
Midland, Tex.	21.6	90
Waco	21.1	91
Amarillo	20.8	92
Jacksonville, Fla.	20.2	93
Joliet	19.6	94
Allentown–Bethlehem–Easton	19.1	95
Toledo	18.8	96
Abilene	18.5	97
Saginaw–Bay City–Midland	18.5	97
Grand Rapids	18.4	99
Worcester–Fitchburg–Leominster	17.2	100
Total Top 100	**17,638.8**	
Naples	16.9	101
Vineland–Millville–Bridgeton	16.9	101
Buffalo	16.6	103
Lansing–East Lansing	16.2	104
Tacoma	16.2	104
Bryan–College Station	15.9	106
Beaumont–Port Arthur	15.5	107
Yuba City	15.5	107
Orange County, N.Y.	15.4	109
Wichita	14.8	110
Lorain–Elyria	14.7	111
Lakeland–Winter Haven	14.5	112
Trenton	14.5	112
Salem, Ore.	14.3	114
Omaha	14.0	115
Davenport–Rock Island–Moline	13.4	116
Reno	13.3	117
Boulder–Longmont	13.2	118
Atlantic City	12.6	119
New Bedford–Fall River–Attleboro	12.5	120
Pittsburgh	12.3	121
Tulsa	12.2	122
Fort Collins–Loveland	12.1	123
Chico	11.9	124
Lancaster	11.9	124
Richland–Kennewick–Pasco	11.2	126
Fayetteville, N.C.	11.1	127
Wilmington, Del.	11.1	127
Reading	11.0	129
Albany–Schenectady–Troy	10.9	130
Fort Myers–Cape Coral	10.7	131
Indianapolis	10.6	132
Memphis	10.5	133
Charlotte–Gastonia–Rock Hill	10.3	134
Wichita Falls	10.2	135
Columbus, Ohio	10.1	136
Baton Rouge	9.6	137
Melbourne–Titusville–Palm Bay	9.6	137
Cincinnati	9.1	139
Flint	8.7	140
Rockford	8.6	141
Charleston, S.C.	8.5	142
Richmond–Petersburg	8.5	142
Racine	8.2	144
Nashville	8.1	145
Cheyenne	7.9	146
Poughkeepsie	7.7	147
Gainesville	7.5	148
Harrisburg–Lebanon–Carlisle	7.5	148
Topeka	7.5	148
Total Top 150	**18,230.8**	
Anchorage	7.3	151
Dayton–Springfield	7.3	151
Greensboro–Winston-Salem–High Point	7.3	151
Youngstown–Warren	7.3	151
Lawton	7.2	155
Fort Pierce	7.1	156
Syracuse	6.9	157
Augusta	6.8	158
Daytona Beach	6.8	158
Pensacola	6.8	158
Birmingham	6.7	161
Raleigh–Durham	6.7	161
Columbia, S.C.	6.5	163
Columbus, Ga.	6.5	163
Tyler	6.5	163
Eugene–Springfield	6.4	166
Louisville	6.4	166
Provo–Orem	6.4	166
Des Moines	6.2	169
Fort Wayne	6.1	170
Jacksonville, N.C.	5.8	171
New London–Norwich	5.8	171
Shreveport	5.8	171
Mobile	5.6	174
Spokane	5.5	175
Greenville–Spartanburg	5.4	176
Redding	5.4	176
Ann Arbor	5.1	178
Boise	5.1	178
Bremerton	5.1	178
Medford	5.1	178
Lafayette, La.	5.0	182
Bradenton	4.8	183
Clarksville–Hopkinsville	4.8	183
Little Rock–North Little Rock	4.8	183
Sarasota	4.7	186
Knoxville	4.5	187
Tallahassee	4.5	187
Fort Walton Beach	4.4	189
Biloxi–Gulfport	4.3	190
South Bend–Mishawaka	4.2	191
Madison	4.1	192
York	4.1	192
Kenosha	4.0	194
Longview–Marshall	4.0	194
Peoria	4.0	194
Akron	3.9	197
Canton	3.9	197
Vancouver	3.9	197
Ocala	3.8	200
Total Top 200	**18,507.4**	
Houma–Thibodaux	3.6	201
Jackson, Miss.	3.6	201
Olympia	3.6	201
Scranton–Wilkes-Barre	3.6	201
Billings	3.5	205
Chattanooga	3.5	205
Lincoln	3.5	205
Utica–Rome	3.5	205
Muskegon	3.4	209
Kalamazoo	3.2	210
Savannah	3.2	210
Champaign–Urbana–Rantoul	3.1	212
Montgomery	3.1	212
Huntsville	3.0	214
Macon–Warner Robins	3.0	214
Manchester–Nashua	3.0	214
Battle Creek	2.9	217
Jamestown–Dunkirk	2.8	218
Bellingham	2.6	219
Casper	2.6	219
Lexington-Fayette	2.6	219
Benton Harbor	2.5	222
Johnson City–Kingsport–Bristol	2.5	222
Panama City	2.5	222
Portsmouth–Dover–Rochester	2.5	222
Lake Charles	2.4	226
Erie	2.3	227
Binghamton	2.2	228
Elkhart–Goshen	2.2	228
Jackson, Mich.	2.2	228
Lawrence, Kans.	2.1	231
Niagara Falls	2.1	231
Appleton–Oshkosh–Neenah	1.9	233
Dothan	1.9	233
Sherman–Denison	1.9	233
Sioux City	1.9	233
Athens	1.8	237
Hamilton–Middletown	1.8	237
Huntington–Ashland	1.8	237
Pascagoula	1.8	237
Springfield, Mo.	1.8	237
Alexandria, La.	1.7	242
Fort Smith	1.7	242
Lafayette–West Lafayette	1.7	242
St. Joseph	1.7	242
Texarkana	1.7	242
Kankakee	1.6	247
Rapid City	1.6	247
Albany, Ga.	1.5	249
Cedar Rapids	1.5	249
Total Top 250	**18,631.1**	
Charleston, W.Va.	1.5	249
Hickory–Morganton	1.5	249
Roanoke	1.5	249
Bloomington–Normal	1.4	254
Evansville	1.4	254
Great Falls	1.4	254
Monroe	1.4	254
Springfield, Ill.	1.4	254
Tuscaloosa	1.4	254
Anniston	1.3	260
Asheville	1.3	260
Bloomington, Ind.	1.3	260
Johnstown	1.3	260
Portland, Me.	1.3	260
Beaver County, Pa.	1.2	265
Burlington, Vt.	1.2	265
Charlottesville	1.2	265
Columbia, Mo.	1.2	265
Fargo–Moorhead	1.2	265
Glens Falls	1.2	265
Grand Forks	1.2	265
Lima	1.2	265
Sheboygan	1.2	265
Elmira	1.1	274
Fayetteville–Springdale	1.1	274
Florence, S.C.	1.1	274
Green Bay	1.1	274
Kokomo	1.1	274
Lynchburg	1.1	274
Mansfield	1.1	274
Wilmington, N.C.	1.1	274
Anderson, S.C.	1.0	282
Duluth	1.0	282
Iowa City	1.0	282
Janesville–Beloit	1.0	282
Joplin	1.0	282
State College	1.0	282
Terre Haute	1.0	282
Waterloo–Cedar Falls	1.0	282
Wheeling	1.0	282
Anderson, Ind.	.9	291
Danville, Va.	.9	291
Decatur, Ill.	.9	291
Florence, Ala.	.9	291
Muncie	.9	291
Pittsfield	.9	291
Steubenville–Weirton	.9	291
Burlington, N.C.	.8	298
Decatur, Ala.	.8	298
Enid	.8	298
Hagerstown	.8	298
Pine Bluff	.8	298
St. Cloud	.8	298
Parkersburg–Marietta	.7	304
Gadsden	.6	305
Jackson, Tenn.	.6	305
Lewiston–Auburn	.6	305
Rochester, Minn.	.6	305
Sioux Falls	.6	305
Altoona	.5	310
Bangor	.5	310
Cumberland	.5	310
Dubuque	.5	310
Eau Claire	.5	310
Owensboro	.5	310
Williamsport	.5	310
Bismarck	.4	317
La Crosse	.4	317
Sharon	.4	317
Wausau	.3	320
Total Above Areas	**18,698.9**	
Percent of U.S.	**89.6679**	
U.S. Total	**20,853.5**	

Population Under Age 6

Area	(Thous.)	Rank
Los Angeles–Long Beach	803.6	1
New York	685.3	2
Chicago	553.2	3
Philadelphia	396.9	4
Detroit	391.6	5
Houston	337.6	6
Washington	298.8	7
Boston–Lawrence–Salem–Lowell–Brockton	264.2	8
Atlanta	255.2	9
Riverside–San Bernardino	243.0	10
Dallas	238.8	11
St. Louis	225.1	12
Minneapolis–St. Paul	218.7	13
San Diego	212.9	14
Nassau–Suffolk	202.9	15
Phoenix	195.0	16
Anaheim–Santa Ana	191.1	17
Baltimore	186.8	18
Oakland	164.8	19
Salt Lake City–Ogden	161.8	20
Denver	152.6	21
Cleveland	151.3	22
Pittsburgh	150.1	23
Seattle	149.4	24
Newark	149.0	25
Kansas City	144.8	26
San Antonio	137.9	27
Cincinnati	136.6	28
Miami–Hialeah	134.5	29
New Orleans	133.9	30
Tampa–St. Petersburg–Clearwater	133.9	30
Norfolk–Virginia Beach–Newport News	127.7	32
Milwaukee	125.7	33
Sacramento	125.4	34
San Jose	123.5	35
Columbus, Ohio	122.0	36
Fort Worth–Arlington	120.9	37
Indianapolis	116.3	38
Portland, Ore.	106.0	39
San Francisco	99.6	40
Memphis	97.4	41
Charlotte–Gastonia–Rock Hill	94.9	42
Oklahoma City	94.3	43
Bergen–Passaic	89.8	44
Louisville	88.9	45
Birmingham	86.1	46
Jacksonville, Fla.	85.8	47
Nashville	85.7	48
Orlando	84.4	49
Dayton–Springfield	83.1	50
Total Top 50	**9,758.8**	
Honolulu	82.6	51
Hartford–New Britain–Middletown–Bristol	81.4	52
Rochester, N.Y.	81.4	52
Monmouth–Ocean	78.6	54
Fort Lauderdale–Hollywood–Pompano Beach	75.3	55
Greensboro–Winston-Salem- High Point	73.4	56
Buffalo	73.3	57
Middlesex–Somerset–Hunterdon	71.7	58
Tulsa	71.0	59
El Paso	70.2	60
Richmond–Petersburg	69.8	61
Austin	69.0	62
Providence–Pawtucket–Woonsocket	67.6	63
Oxnard–Ventura	67.5	64
Grand Rapids	67.4	65
Albany–Schenectady–Troy	66.7	66
Gary–Hammond	65.4	67
Fresno	65.1	68
Omaha	61.7	69
New Haven–Waterbury–Meriden	59.6	70
Bakersfield	59.2	71
Bridgeport–Stamford–Norwalk–Danbury	58.9	72
Tucson	58.7	73
Las Vegas	58.5	74
Baton Rouge	58.3	75
Toledo	58.1	76
Syracuse	56.4	77
Akron	55.7	78
Tacoma	55.4	79
West Palm Beach–Boca Raton–Delray Beach	55.2	80
Worcester–Fitchburg–Leominster	55.1	81
Raleigh–Durham	53.6	82
Scranton–Wilkes-Barre	53.6	82
Greenville–Spartanburg	53.4	84
Charleston, S.C.	51.8	85
Little Rock–North Little Rock	51.6	86
McAllen–Edinburg–Mission	51.5	87
Allentown–Bethlehem–Easton	51.1	88
Mobile	50.9	89
Wilmington, Del.	49.0	90
Knoxville	48.1	91
Albuquerque	47.9	92
Lake County, Ill.	47.9	92
Harrisburg–Lebanon–Carlisle	46.9	94
Stockton	46.5	95
Provo–Orem	45.8	96
Wichita	45.4	97
Jersey City	44.9	98
Springfield, Mass.	44.3	99
Youngstown–Warren	43.8	100
Total Top 100	**12,735.0**	
Flint	43.1	101
Joliet	42.5	102
Jackson, Miss.	42.3	103
Vallejo–Fairfield–Napa	41.8	104
Corpus Christi	41.6	105
New Bedford–Fall River–Attleboro	41.1	106
Columbia, S.C.	40.5	107
Saginaw–Bay City–Midland	40.3	108
Lansing–East Lansing	40.1	109
Augusta	39.9	110
Chattanooga	39.4	111
Colorado Springs	39.0	112
Aurora–Elgin	38.5	113
Lancaster	38.3	114
Shreveport	37.5	115
Fort Wayne	37.3	116
Salinas–Seaside–Monterey	36.8	117
Beaumont–Port Arthur	36.4	118
Davenport–Rock Island–Moline	36.4	118
Des Moines	36.1	120
Canton	35.9	121
Modesto	35.9	121
Johnson City–Kingsport–Bristol	35.8	123
Brownsville–Harlingen	35.0	124
Visalia–Tulare–Porterville	34.9	125
Peoria	34.4	126
Lakeland–Winter Haven	33.7	127
York	33.6	128
Spokane	33.5	129
Pensacola	33.2	130
Lexington-Fayette	31.6	131
Santa Rosa–Petaluma	31.4	132
Appleton–Oshkosh–Neenah	30.1	133
Huntington–Ashland	30.1	133
Fayetteville, N.C.	30.0	135
Montgomery	29.8	136
Portsmouth–Dover–Rochester	29.4	137
Killeen–Temple	29.3	138
Manchester–Nashua	29.0	139
Macon–Warner Robins	28.4	140
Melbourne–Titusville–Palm Bay	27.9	141
Lorain–Elyria	27.8	142
Madison	27.7	143
Orange County, N.Y.	27.1	144
Santa Barbara–Santa Maria–Lompoc	26.6	145
Hamilton–Middletown	26.3	146
Rockford	26.3	146
Salem, Ore.	26.2	148
Utica–Rome	25.9	149
Evansville	25.8	150
Total Top 150	**14,436.5**	
Erie	25.7	151
Columbus, Ga.	25.3	152
Savannah	25.3	152
Anchorage	25.1	154
Reading	24.8	155
Eugene–Springfield	24.6	156
Trenton	24.3	157
Vancouver	23.5	158
Atlantic City	23.4	159
Charleston, W.Va.	23.4	159
Lubbock	23.4	159
Lafayette, La.	22.8	162
Ann Arbor	22.3	163
Boise	22.2	164
Daytona Beach	21.9	165
Duluth	21.9	165
Johnstown	21.7	167
Houma–Thibodaux	21.6	168
Fort Myers–Cape Coral	21.3	169
Galveston–Texas City	21.3	169
Huntsville	21.3	169
South Bend–Mishawaka	21.3	169
Tallahassee	21.3	169
Merced	21.2	174
New London–Norwich	20.9	175
Binghamton	20.8	176
Brazoria	20.7	177
Biloxi–Gulfport	20.6	178
Amarillo	20.5	179
Springfield, Mo.	20.5	179
Poughkeepsie	20.3	181
St. Cloud	19.9	182
Yakima	19.5	183
Hickory–Morganton	19.3	184
Santa Cruz	19.0	185
Green Bay	18.9	186
Kalamazoo	18.8	187
Portland, Me.	18.8	187
Niagara Falls	18.4	189
Lincoln	18.3	190
Reno	18.3	190
Lake Charles	18.2	192
Fort Pierce	18.1	193
Fort Smith	18.0	194
Springfield, Ill.	17.7	195
Gainesville	17.6	196
Waco	17.6	196
Bremerton	17.5	198
Clarksville–Hopkinsville	17.4	199
Boulder–Longmont	17.2	200
Total Top 200	**15,480.2**	
Richland–Kennewick–Pasco	17.1	201
Longview–Marshall	16.9	202
Racine	16.9	202
Laredo	16.8	204
Roanoke	16.7	205
Fort Collins–Loveland	16.3	206
Lima	16.2	207
Benton Harbor	16.1	208
Cedar Rapids	15.9	209
Monroe	15.7	210
Muskegon	15.6	211
Elkhart–Goshen	15.5	212
Beaver County, Pa.	15.4	213
Fort Walton Beach	15.0	214
Topeka	15.0	214
Ocala	14.9	216
Olympia	14.9	216
Jacksonville, N.C.	14.7	218
Las Cruces	14.7	218
Pascagoula	14.5	220
Tyler	14.5	220
Waterloo–Cedar Falls	14.5	220
Alexandria, La.	14.4	223
Odessa	14.4	223
Parkersburg–Marietta	14.4	223
Fargo–Moorhead	14.2	226
Wheeling	14.2	226
Greeley	14.1	228
Chico	14.0	229
Dothan	14.0	229
Champaign–Urbana–Rantoul	13.9	231
Tuscaloosa	13.4	232
Albany, Ga.	13.3	233
Jackson, Mich.	13.3	233
Janesville–Beloit	13.3	233
Lawton	13.3	233
Anderson, S.C.	13.2	237
Asheville	13.0	238
Redding	13.0	238
Athens	12.9	240
Medford	12.9	240
Battle Creek	12.7	242
Florence, S.C.	12.7	242
Eau Claire	12.6	244
Vineland–Millville–Bridgeton	12.6	244
Abilene	12.5	246
Sioux Falls	12.5	246
Steubenville–Weirton	12.5	246
Yuba City	12.5	246
Panama City	12.4	250
Total Top 250	**16,196.2**	
Sarasota	12.4	250
Sioux City	12.3	252
Jamestown–Dunkirk	12.2	253
Pueblo	12.2	253
Bradenton	12.1	255
Texarkana	12.1	255
Bangor	12.0	257
Lynchburg	12.0	257
Mansfield	12.0	257
Midland, Tex.	12.0	257
Anderson, Ind.	11.9	261
Billings	11.9	261
Decatur, Ill.	11.9	261
Florence, Ala.	11.9	261
Wichita Falls	11.9	261
Joplin	11.8	266
Wausau	11.6	267
Anniston	11.4	268
Altoona	11.3	269
Burlington, Vt.	11.1	270
Kenosha	11.0	271
Terre Haute	11.0	271
Bellingham	10.9	273
Yuma	10.9	273
Bloomington–Normal	10.8	275
Bryan–College Station	10.7	276
Santa Fe	10.5	277
Kankakee	10.2	278
Pittsfield	10.2	278
Williamsport	10.2	278
Glens Falls	10.0	281
Naples	9.9	282
Lafayette–West Lafayette	9.8	283
Muncie	9.8	283
Rochester, Minn.	9.8	283
Wilmington, N.C.	9.8	283
Decatur, Ala.	9.7	287
Sharon	9.7	287
Sheboygan	9.7	287
Charlottesville	9.6	290
Fayetteville–Springdale	9.6	290
Kokomo	9.6	290
Bismarck	9.5	293
Gadsden	9.3	294
Lewiston–Auburn	9.3	294
San Angelo	9.3	294
Pine Bluff	9.2	297
Rapid City	9.1	298
Dubuque	8.9	299
Danville, Va.	8.8	300
Hagerstown	8.7	301
Victoria	8.6	302
Owensboro	8.5	303
Columbia, Mo.	8.4	304
Sherman–Denison	8.3	305
La Crosse	8.1	306
Elmira	7.9	307
Grand Forks	7.9	307
Cumberland	7.8	309
Great Falls	7.8	309
St. Joseph	7.7	311
State College	7.7	311
Cheyenne	7.6	313
Casper	7.4	314
Bloomington, Ind.	7.3	315
Burlington, N.C.	7.3	315
Jackson, Tenn.	7.3	315
Iowa City	6.8	318
Enid	6.0	319
Lawrence, Kans.	5.8	320
Total Above Areas	**16,883.9**	
Percent of U.S.	**75.7058**	
U.S. Total	**22,302.0**	

Population Age 6 to 17

Area	(Thous.)	Rank
Los Angeles–Long Beach	1,361.5	1
New York	1,251.7	2
Chicago	1,022.0	3
Philadelphia	806.3	4
Detroit	784.7	5
Washington	624.2	6
Boston–Lawrence–Salem–Lowell–Brockton	588.8	7
Houston	565.0	8
Atlanta	496.1	9
Nassau–Suffolk	476.9	10
Dallas	425.4	11
St. Louis	420.2	12
Minneapolis–St. Paul	404.1	13
Riverside–San Bernardino	401.3	14
Baltimore	390.3	15
Anaheim–Santa Ana	372.1	16
San Diego	365.5	17
Phoenix	340.9	18
Pittsburgh	316.5	19
Newark	316.0	20
Oakland	310.1	21
Cleveland	297.5	22
Seattle	279.6	23
Tampa–St. Petersburg–Clearwater	279.6	23
Denver	274.7	25
Miami–Hialeah	265.7	26
Kansas City	260.9	27
Cincinnati	248.1	28
San Antonio	245.4	29
San Jose	237.1	30
Milwaukee	233.9	31
New Orleans	230.9	32
Norfolk–Virginia Beach–Newport News	226.8	33
Sacramento	221.9	34
Columbus, Ohio	221.2	35
Indianapolis	218.8	36
Fort Worth–Arlington	217.5	37
Salt Lake City–Ogden	200.9	38
Bergen–Passaic	196.4	39
Charlotte–Gastonia–Rock Hill	193.8	40
San Francisco	189.5	41
Portland, Ore.	180.4	42
Hartford–New Britain–Middletown–Bristol	179.1	43
Memphis	176.3	44
Orlando	171.1	45
Rochester, N.Y.	167.1	46
Louisville	163.4	47
Monmouth–Ocean	162.9	48
Middlesex–Somerset–Hunterdon	161.4	49
Jacksonville, Fla.	160.6	50
Total Top 50	**18,302.1**	
Nashville	160.2	51
Dayton–Springfield	159.5	52
Fort Lauderdale–Hollywood–Pompano Beach	157.1	53
Buffalo	156.9	54
Oklahoma City	156.0	55
Greensboro–Winston-Salem–High Point	154.7	56
Birmingham	152.8	57
Providence–Pawtucket–Woonsocket	141.7	58
Richmond–Petersburg	138.9	59
Albany–Schenectady–Troy	138.3	60
Bridgeport–Stamford–Norwalk–Danbury	137.0	61
Honolulu	136.1	62
New Haven–Waterbury–Meriden	125.3	63
Oxnard–Ventura	121.8	64
El Paso	121.6	65
Tulsa	121.0	66
Austin	116.3	67
Grand Rapids	116.1	68
Worcester–Fitchburg–Leominster	113.1	69
Gary–Hammond	112.9	70
Syracuse	111.8	71
Scranton–Wilkes-Barre	110.6	72
West Palm Beach–Boca Raton–Delray Beach	108.9	73
Omaha	108.8	74
Akron	108.1	75
Las Vegas	106.9	76
Fresno	106.6	77
Raleigh–Durham	106.2	78
Greenville–Spartanburg	105.1	79
Allentown–Bethlehem–Easton	104.3	80
Toledo	103.7	81
Tucson	102.6	82
Wilmington, Del.	98.3	83
Baton Rouge	98.1	84
Knoxville	95.9	85
Harrisburg–Lebanon–Carlisle	94.3	86
Springfield, Mass.	93.6	87
Bakersfield	91.9	88
Charleston, S.C.	91.4	89
Lake County, Ill.	90.5	90
Tacoma	90.0	91
Mobile	88.5	92
McAllen–Edinburg–Mission	88.4	93
Little Rock–North Little Rock	88.0	94
Albuquerque	84.6	95
New Bedford–Fall River–Attleboro	84.0	96
Youngstown–Warren	83.7	97
Flint	83.2	98
Jersey City	81.9	99
Stockton	80.2	100
Total Top 100	**23,929.5**	
Saginaw–Bay City–Midland	77.9	101
Columbia, S.C.	77.4	102
Johnson City–Kingsport–Bristol	74.4	103
Chattanooga	73.8	104
Joliet	73.5	105
Lansing–East Lansing	73.1	106
Jackson, Miss.	72.6	107
Augusta	71.9	108
Vallejo–Fairfield–Napa	71.2	109
Wichita	70.9	110
Corpus Christi	69.6	111
York	69.2	112
Canton	68.8	113
Lancaster	68.1	114
Colorado Springs	67.1	115
Lakeland–Winter Haven	66.8	116
Aurora–Elgin	65.6	117
Fort Wayne	65.0	118
Des Moines	64.8	119
Melbourne–Titusville–Palm Bay	63.9	120
Shreveport	63.1	121
Beaumont–Port Arthur	62.9	122
Pensacola	62.3	123
Davenport–Rock Island–Moline	62.1	124
Modesto	60.1	125
Brownsville–Harlingen	59.2	126
Manchester–Nashua	58.6	127
Portsmouth–Dover–Rochester	58.5	128
Peoria	58.0	129
Spokane	57.3	130
Santa Rosa–Petaluma	57.1	131
Visalia–Tulare–Porterville	56.9	132
Montgomery	55.5	133
Salinas–Seaside–Monterey	55.4	134
Appleton–Oshkosh–Neenah	55.3	135
Huntington–Ashland	55.3	135
Lexington-Fayette	54.5	137
Utica–Rome	53.5	138
Macon–Warner Robins	53.3	139
Orange County, N.Y.	53.1	140
Madison	52.3	141
Lorain–Elyria	51.5	142
Trenton	51.2	143
Rockford	50.6	144
Reading	50.2	145
Santa Barbara–Santa Maria–Lompoc	49.7	146
Atlantic City	48.1	147
Erie	47.9	148
Hamilton–Middletown	47.5	149
Evansville	45.7	150
Total Top 150	**26,981.8**	
Daytona Beach	45.6	151
Provo–Orem	45.6	151
Fayetteville, N.C.	45.5	153
Poughkeepsie	44.8	154
Columbus, Ga.	44.4	155
Huntsville	44.1	156
Binghamton	43.7	157
Savannah	43.2	158
Salem, Ore.	43.1	159
Fort Myers–Cape Coral	41.7	160
Eugene–Springfield	41.1	161
Johnstown	40.7	162
New London–Norwich	40.7	162
Vancouver	40.5	164
Charleston, W.Va.	40.0	165
Hickory–Morganton	39.2	166
Lafayette, La.	38.9	167
South Bend–Mishawaka	38.9	167
Ann Arbor	38.8	169
Killeen–Temple	38.5	170
Duluth	38.1	171
Portland, Me.	38.1	171
Anchorage	37.9	173
Tallahassee	37.6	174
Galveston–Texas City	37.0	175
Houma–Thibodaux	36.9	176
Niagara Falls	36.7	177
Lubbock	36.6	178
Biloxi–Gulfport	36.3	179
Springfield, Mo.	36.0	180
Green Bay	35.9	181
Roanoke	35.7	182
Kalamazoo	34.7	183
Boise	34.5	184
Reno	34.4	185
St. Cloud	34.4	185
Fort Pierce	33.8	187
Brazoria	33.3	188
Boulder–Longmont	32.9	189
Yakima	32.8	190
Merced	32.7	191
Fort Smith	32.4	192
Santa Cruz	32.3	193
Lake Charles	31.5	194
Racine	31.5	194
Amarillo	31.4	196
Ocala	31.3	197
Springfield, Ill.	31.0	198
Benton Harbor	30.7	199
Beaver County, Pa.	30.5	200
Total Top 200	**28,849.7**	
Gainesville	30.0	201
Laredo	29.4	202
Lincoln	29.4	202
Bremerton	29.3	204
Waco	29.1	205
Cedar Rapids	29.0	206
Muskegon	28.5	207
Longview–Marshall	28.4	208
Sarasota	28.3	209
Fort Walton Beach	28.0	210
Lima	28.0	210
Fort Collins–Loveland	27.8	212
Asheville	27.2	213
Elkhart–Goshen	27.1	214
Wheeling	27.1	214
Olympia	26.9	216
Parkersburg–Marietta	26.4	217
Monroe	26.3	218
Pascagoula	26.3	218
Richland–Kennewick–Pasco	26.2	220
Topeka	26.0	221
Clarksville–Hopkinsville	25.9	222
Vineland–Millville–Bridgeton	25.7	223
Tyler	25.6	224
Las Cruces	25.5	225
Jackson, Mich.	25.2	226
Alexandria, La.	24.9	227
Anderson, S.C.	24.8	228
Janesville–Beloit	24.8	228
Steubenville–Weirton	24.4	230
Chico	24.1	231
Florence, Ala.	24.1	231
Redding	24.1	231
Lynchburg	23.9	234
Waterloo–Cedar Falls	23.9	234
Battle Creek	23.8	236
Dothan	23.8	236
Eau Claire	23.7	238
Tuscaloosa	23.7	238
Bangor	23.6	240
Greeley	23.5	241
Medford	23.5	241
Albany, Ga.	23.4	243
Jamestown–Dunkirk	23.4	243
Bradenton	23.3	245
Panama City	23.2	246
Burlington, Vt.	23.1	247
Anderson, Ind.	23.0	248
Athens	23.0	248
Florence, S.C.	22.7	250
Total Top 250	**30,132.0**	
Champaign–Urbana–Rantoul	22.2	251
Fargo–Moorhead	22.2	251
Pittsfield	22.2	251
Pueblo	22.1	254
Mansfield	22.0	255
Joplin	21.7	256
Odessa	21.5	257
Altoona	21.4	258
Glens Falls	21.4	258
Kenosha	21.4	258
Texarkana	21.1	261
Yuba City	21.0	262
Anniston	20.9	263
Sioux Falls	20.8	264
Wausau	20.6	265
Decatur, Ill.	20.5	266
Santa Fe	20.3	267
Lawton	20.2	268
Wilmington, N.C.	20.1	269
Sharon	19.9	270
Terre Haute	19.7	271
Muncie	19.4	272
Williamsport	19.4	272
Naples	19.2	274
Sioux City	19.2	274
Abilene	19.1	276
Billings	19.1	276
Hagerstown	18.9	278
Wichita Falls	18.9	278
Decatur, Ala.	18.8	280
Jacksonville, N.C.	18.7	281
Bellingham	18.5	282
Midland, Tex.	18.4	283
Kokomo	18.3	284
Kankakee	18.2	285
Danville, Va.	18.1	286
Lewiston–Auburn	18.0	287
Charlottesville	17.9	288
Gadsden	17.7	289
Bloomington–Normal	17.5	290
Rochester, Minn.	17.4	291
Sheboygan	17.4	291
Yuma	17.4	291
Burlington, N.C.	17.3	294
Dubuque	17.3	294
Fayetteville–Springdale	17.0	296
Lafayette–West Lafayette	16.9	297
Cumberland	16.2	298
Pine Bluff	16.2	298
Bryan–College Station	16.0	300
Elmira	15.6	301
Owensboro	15.5	302
San Angelo	15.5	302
State College	15.5	302
Bismarck	15.2	305
Sherman–Denison	15.0	306
La Crosse	14.7	307
Columbia, Mo.	14.1	308
Victoria	13.9	309
Rapid City	13.4	310
St. Joseph	13.2	311
Jackson, Tenn.	13.0	312
Great Falls	12.8	313
Bloomington, Ind.	12.7	314
Cheyenne	12.4	315
Casper	10.7	316
Grand Forks	10.5	317
Iowa City	10.5	317
Lawrence, Kans.	9.0	319
Enid	8.8	320
Total Above Areas	**31,359.6**	
Percent of U.S.	**76.3059**	
U.S. Total	**41,097.2**	

Population Age 35 to 49

Area	(Thous.)	Rank
Los Angeles–Long Beach	1,897.1	1
New York	1,871.2	2
Chicago	1,321.2	3
Philadelphia	1,028.9	4
Washington	931.9	5
Detroit	921.4	6
Boston–Lawrence–Salem–Lowell–Brockton	770.0	7
Houston	720.2	8
Atlanta	664.3	9
Nassau–Suffolk	625.7	10
Dallas	563.1	11
Anaheim–Santa Ana	543.5	12
Baltimore	528.3	13
St. Louis	523.1	14
Minneapolis–St. Paul	515.3	15
San Diego	495.4	16
Riverside–San Bernardino	479.7	17
Oakland	465.8	18
Newark	432.0	19
Phoenix	430.7	20
Pittsburgh	418.1	21
Seattle	417.2	22
Miami–Hialeah	414.7	23
Cleveland	383.1	24
Denver	382.0	25
Tampa–St. Petersburg–Clearwater	377.4	26
San Francisco	367.5	27
San Jose	348.0	28
Kansas City	345.9	29
Sacramento	310.9	30
Cincinnati	297.0	31
Bergen–Passaic	290.4	32
Fort Worth–Arlington	289.0	33
Norfolk–Virginia Beach–Newport News	288.6	34
Milwaukee	288.5	35
Columbus, Ohio	286.7	36
Indianapolis	268.4	37
San Antonio	266.3	38
New Orleans	265.8	39
Charlotte–Gastonia–Rock Hill	251.2	40
Portland, Ore.	249.5	41
Hartford–New Britain–Middletown–Bristol	243.4	42
Fort Lauderdale–Hollywood–Pompano Beach	237.3	43
Middlesex–Somerset–Hunterdon	232.6	44
Orlando	223.7	45
Nashville	217.6	46
Greensboro–Winston-Salem–High Point	212.5	47
Dayton–Springfield	207.9	48
Oklahoma City	207.5	49
Rochester, N.Y.	207.3	50
Total Top 50	**24,524.8**	
Monmouth–Ocean	206.8	51
Louisville	202.9	52
Salt Lake City–Ogden	200.3	53
Memphis	198.6	54
Jacksonville, Fla.	198.3	55
Bridgeport–Stamford–Norwalk–Danbury	195.8	56
Buffalo	194.9	57
Birmingham	191.6	58
Richmond–Petersburg	188.4	59
Honolulu	180.6	60
Providence–Pawtucket–Woonsocket	176.6	61
Albany–Schenectady–Troy	170.5	62
New Haven–Waterbury–Meriden	162.9	63
Tulsa	162.8	64
Las Vegas	158.6	65
West Palm Beach–Boca Raton–Delray Beach	155.1	66
Oxnard–Ventura	154.1	67
Raleigh–Durham	148.6	68
Austin	146.9	69
Scranton–Wilkes-Barre	143.5	70
Allentown–Bethlehem–Easton	142.4	71
Greenville–Spartanburg	138.4	72
Worcester–Fitchburg–Leominster	134.9	73
Akron	133.9	74
Grand Rapids	133.0	75
Knoxville	132.3	76
Syracuse	130.6	77
Tucson	129.5	78
Gary–Hammond	129.3	79
Omaha	129.3	79
Wilmington, Del.	125.5	81
Harrisburg–Lebanon–Carlisle	125.3	82
Fresno	125.0	83
El Paso	118.0	84
Toledo	117.9	85
Lake County, Ill.	116.9	86
Tacoma	115.3	87
Jersey City	112.7	88
Springfield, Mass.	112.5	89
Little Rock–North Little Rock	108.0	90
Bakersfield	107.9	91
Albuquerque	107.1	92
Baton Rouge	107.1	92
Charleston, S.C.	103.6	94
Johnson City–Kingsport–Bristol	103.4	95
Youngstown–Warren	102.5	96
New Bedford–Fall River–Attleboro	99.1	97
Mobile	98.2	98
Chattanooga	96.6	99
Stockton	96.4	100
Total Top 100	**31,595.2**	
Columbia, S.C.	96.1	101
Flint	94.0	102
Melbourne–Titusville–Palm Bay	93.7	103
Vallejo–Fairfield–Napa	91.9	104
Wichita	91.2	105
York	89.5	106
Colorado Springs	86.9	107
Lancaster	86.0	108
Saginaw–Bay City–Midland	85.8	109
Augusta	85.6	110
Lansing–East Lansing	85.6	110
Canton	84.7	112
Joliet	84.5	113
Lakeland–Winter Haven	84.2	114
Des Moines	82.7	115
Jackson, Miss.	79.6	116
Santa Rosa–Petaluma	79.1	117
Pensacola	78.4	118
Aurora–Elgin	77.8	119
Beaumont–Port Arthur	75.7	120
Davenport–Rock Island–Moline	75.1	121
Portsmouth–Dover–Rochester	74.8	122
Fort Wayne	74.7	123
Modesto	72.7	124
Shreveport	72.4	125
Lexington-Fayette	72.1	126
Manchester–Nashua	71.8	127
Corpus Christi	71.5	128
Santa Barbara–Santa Maria–Lompoc	71.5	128
Trenton	71.2	130
Peoria	71.1	131
Spokane	70.6	132
Huntington–Ashland	69.8	133
Madison	69.4	134
Reading	69.0	135
Salinas–Seaside–Monterey	67.8	136
McAllen–Edinburg–Mission	67.3	137
Montgomery	64.9	138
Orange County, N.Y.	64.8	139
Macon–Warner Robins	63.9	140
Appleton–Oshkosh–Neenah	62.9	141
Poughkeepsie	61.7	142
Utica–Rome	61.7	142
Daytona Beach	61.2	144
Visalia–Tulare–Porterville	61.1	145
Huntsville	60.8	146
Rockford	60.8	146
Hamilton–Middletown	60.3	148
Atlantic City	58.2	149
Evansville	57.7	150
Total Top 150	**35,321.0**	
Reno	57.7	150
Lorain–Elyria	57.3	152
Fort Myers–Cape Coral	55.9	153
Charleston, W.Va.	55.0	154
Binghamton	54.7	155
Eugene–Springfield	54.4	156
Salem, Ore.	54.1	157
Anchorage	53.6	158
Hickory–Morganton	53.5	159
Erie	53.4	160
Ann Arbor	53.3	161
New London–Norwich	52.0	162
Fayetteville, N.C.	51.6	163
Columbus, Ga.	49.8	164
Roanoke	49.7	165
Savannah	49.4	166
Boulder–Longmont	48.8	167
Vancouver	48.5	168
Brownsville–Harlingen	48.3	169
Portland, Me.	48.0	170
Springfield, Mo.	48.0	170
Johnstown	46.4	172
Galveston–Texas City	46.2	173
South Bend–Mishawaka	45.9	174
Santa Cruz	45.8	175
Tallahassee	45.1	176
Duluth	44.7	177
Killeen–Temple	44.7	177
Kalamazoo	44.3	179
Boise	43.7	180
Niagara Falls	43.6	181
Brazoria	43.4	182
Lubbock	42.7	183
Fort Pierce	42.5	184
Sarasota	42.2	185
Lafayette, La.	41.9	186
Amarillo	41.2	187
Biloxi–Gulfport	40.6	188
Springfield, Ill.	39.7	189
Beaver County, Pa.	39.6	190
Lincoln	39.4	191
Fort Smith	39.2	192
Fort Walton Beach	38.9	193
Bremerton	38.5	194
Green Bay	38.4	195
Gainesville	38.3	196
Ocala	38.0	197
Asheville	37.9	198
Fort Collins–Loveland	37.3	199
Yakima	37.1	200
Total Top 200	**37,625.2**	
Houma–Thibodaux	36.9	201
Racine	36.5	202
Cedar Rapids	36.1	203
Provo–Orem	36.0	204
Lake Charles	35.7	205
Merced	35.7	205
Waco	35.3	207
Benton Harbor	34.4	208
Longview–Marshall	34.3	209
Olympia	34.2	210
Topeka	33.7	211
Parkersburg–Marietta	33.6	212
St. Cloud	33.4	213
Wheeling	32.8	214
Anderson, S.C.	32.6	215
Elkhart–Goshen	32.3	216
Lynchburg	32.2	217
Redding	32.2	217
Richland–Kennewick–Pasco	31.9	219
Jackson, Mich.	31.8	220
Chico	31.4	221
Tyler	31.2	222
Muskegon	31.0	223
Clarksville–Hopkinsville	30.9	224
Medford	30.9	224
Lima	30.8	226
Bradenton	30.7	227
Florence, Ala.	30.5	228
Steubenville–Weirton	30.3	229
Panama City	29.7	230
Pascagoula	29.5	231
Champaign–Urbana–Rantoul	29.3	232
Janesville–Beloit	29.3	232
Athens	29.2	234
Vineland–Millville–Bridgeton	29.2	234
Battle Creek	29.0	236
Burlington, Vt.	28.7	237
Bangor	28.5	238
Tuscaloosa	28.4	239
Mansfield	28.2	240
Alexandria, La.	28.1	241
Anderson, Ind.	28.0	242
Greeley	28.0	242
Dothan	27.9	244
Jamestown–Dunkirk	27.9	244
Monroe	27.9	244
Waterloo–Cedar Falls	27.9	244
Pittsfield	27.7	248
Joplin	27.5	249
Fargo–Moorhead	27.3	250
Total Top 250	**39,181.7**	
Santa Fe	27.0	251
Las Cruces	26.3	252
Naples	26.3	252
Yuba City	26.1	254
Altoona	25.8	255
Odessa	25.8	255
Florence, S.C.	25.6	257
Kenosha	25.6	257
Pueblo	25.5	259
Wilmington, N.C.	25.5	259
Charlottesville	25.4	261
Decatur, Ill.	25.4	261
Wichita Falls	25.4	261
Hagerstown	25.3	264
Eau Claire	25.2	265
Anniston	24.8	266
Billings	24.4	267
Sioux Falls	24.4	267
Sharon	24.3	269
Muncie	24.2	270
Abilene	24.1	271
Terre Haute	24.1	271
Texarkana	23.9	273
Williamsport	23.9	273
Albany, Ga.	23.7	275
Burlington, N.C.	23.6	276
Decatur, Ala.	23.6	276
Glens Falls	23.5	278
Midland, Tex.	23.4	279
Danville, Va.	23.1	280
Wausau	23.1	280
Kokomo	22.9	282
Bloomington–Normal	22.8	283
Rochester, Minn.	22.8	283
Bellingham	22.7	285
Laredo	22.7	285
Fayetteville–Springdale	22.3	287
Lawton	22.2	288
Lafayette–West Lafayette	21.4	289
Sioux City	21.4	289
Gadsden	21.2	291
Jacksonville, N.C.	21.2	291
Cumberland	21.0	293
State College	20.8	294
Lewiston–Auburn	20.5	295
Sheboygan	20.1	296
Kankakee	20.0	297
Sherman–Denison	19.9	298
San Angelo	19.2	299
Columbia, Mo.	18.9	300
Bryan–College Station	18.7	301
Yuma	18.4	302
Owensboro	18.2	303
Elmira	18.0	304
Bloomington, Ind.	17.7	305
Bismarck	17.3	306
La Crosse	17.2	307
Great Falls	17.0	308
Dubuque	16.9	309
Pine Bluff	16.7	310
St. Joseph	15.9	311
Rapid City	15.8	312
Cheyenne	15.6	313
Victoria	15.5	314
Jackson, Tenn.	15.0	315
Iowa City	14.6	316
Casper	13.5	317
Lawrence, Kans.	12.4	318
Enid	11.8	319
Grand Forks	11.6	320
Total Above Areas	**40,671.8**	
Percent of U.S.	**78.3566**	
U.S. Total	**51,906.0**	

Total Households

Area	(Thous.)	Rank
New York	3,48[illegible].5	1
Los Angeles–Long Beach	3,[illegible]9.6	2
Chicago	2,323.3	3
Philadelphia	1,840.1	4
Detroit	1,629.7	5
Washington	1,424.1	6
Boston–Lawrence–Salem–Lowell–Brockton	1,413.9	7
Houston	1,206.2	8
Atlanta	1,058.3	9
Dallas	946.4	10
Minneapolis–St. Paul	918.7	11
St. Louis	918.5	12
San Diego	906.7	13
Tampa–St. Petersburg–Clearwater	887.0	14
Nassau–Suffolk	881.4	15
Baltimore	874.7	16
Riverside–San Bernardino	868.8	17
Pittsburgh	833.3	18
Phoenix	833.1	19
Anaheim–Santa Ana	822.1	20
Oakland	793.3	21
Seattle	760.4	22
Miami–Hialeah	726.4	23
Cleveland	721.1	24
Newark	694.8	25
Denver	674.1	26
San Francisco	671.0	27
Kansas City	607.7	28
Sacramento	561.3	29
Cincinnati	553.5	30
Fort Lauderdale–Hollywood–Pompano Beach	545.8	31
Milwaukee	544.1	32
Columbus, Ohio	526.7	33
San Jose	515.2	34
New Orleans	488.9	35
Bergen–Passaic	485.2	36
Fort Worth–Arlington	484.6	37
Norfolk–Virginia Beach–Newport News	476.2	38
Portland, Ore.	475.8	39
Indianapolis	473.0	40
San Antonio	454.6	41
Charlotte–Gastonia–Rock Hill	430.6	42
Hartford–New Britain–Middletown–Bristol	421.2	43
Orlando	401.0	44
Oklahoma City	378.5	45
Monmouth–Ocean	377.4	46
Nashville	376.0	47
West Palm Beach–Boca Raton–Delray Beach	373.4	48
Rochester, N.Y.	370.7	49
Dayton–Springfield	369.5	50
Total Top 50	**43,002.4**	
Greensboro–Winston-Salem–High Point	366.7	51
Louisville	365.1	52
Buffalo	362.3	53
Birmingham	360.7	54
Memphis	360.7	54
Jacksonville, Fla.	357.6	56
Middlesex–Somerset–Hunterdon	354.4	57
Salt Lake City–Ogden	349.0	58
Providence–Pawtucket–Woonsocket	339.6	59
Albany–Schenectady–Troy	326.8	60
Richmond–Petersburg	312.7	61
New Haven–Waterbury–Meriden	299.7	62
Bridgeport–Stamford–Norwalk–Danbury	299.0	63
Austin	291.0	64
Tulsa	289.5	65
Scranton–Wilkes-Barre	286.1	66
Honolulu	273.6	67
Raleigh–Durham	272.8	68
Las Vegas	271.0	69
Allentown–Bethlehem–Easton	265.7	70
Tucson	265.2	71
Worcester–Fitchburg–Leominster	254.5	72
Akron	249.5	73
Grand Rapids	245.0	74
Knoxville	240.1	75
Greenville–Spartanburg	240.0	76
Syracuse	239.5	77
Toledo	237.4	78
Omaha	232.2	79
Harrisburg–Lebanon–Carlisle	231.2	80
Fresno	225.6	81
Oxnard–Ventura	222.6	82
Springfield, Mass.	221.1	83
Gary–Hammond	217.2	84
Tacoma	213.3	85
Jersey City	212.0	86
Wilmington, Del.	210.3	87
Albuquerque	194.5	88
Little Rock–North Little Rock	192.0	89
Youngstown–Warren	191.8	90
Baton Rouge	189.2	91
Bakersfield	188.9	92
New Bedford–Fall River–Attleboro	184.6	93
Mobile	181.0	94
El Paso	179.6	95
Charleston, S.C.	178.3	96
Wichita	175.9	97
Johnson City–Kingsport–Bristol	172.1	98
Lake County, Ill.	171.7	99
Chattanooga	169.5	100
Total Top 100	**55,732.2**	
Columbia, S.C.	169.3	101
Melbourne–Titusville–Palm Bay	168.0	102
Stockton	164.1	103
Des Moines	161.5	104
Flint	160.1	105
York	157.8	106
Lansing–East Lansing	157.2	107
Lakeland–Winter Haven	155.1	108
Vallejo–Fairfield–Napa	154.9	109
Daytona Beach	153.9	110
Lancaster	153.3	111
Canton	151.1	112
Santa Rosa–Petaluma	150.7	113
Saginaw–Bay City–Midland	147.0	114
Colorado Springs	146.8	115
Augusta	146.3	116
Madison	143.9	117
Jackson, Miss.	143.2	118
Spokane	142.7	119
Davenport–Rock Island–Moline	142.0	120
Fort Myers–Cape Coral	138.4	121
Fort Wayne	135.4	122
Lexington-Fayette	134.7	123
Shreveport	133.8	124
Beaumont–Port Arthur	133.3	125
Pensacola	132.8	126
Peoria	132.2	127
Santa Barbara–Santa Maria–Lompoc	131.4	128
Reading	130.9	129
Joliet	130.3	130
Aurora–Elgin	129.9	131
Portsmouth–Dover–Rochester	127.7	132
Atlantic City	126.2	133
Modesto	125.0	134
Huntington–Ashland	124.6	135
Manchester–Nashua	124.2	136
Trenton	121.6	137
Sarasota	121.5	138
Corpus Christi	121.0	139
Appleton–Oshkosh–Neenah	117.9	140
Salinas–Seaside–Monterey	116.3	141
Utica–Rome	114.9	142
Montgomery	112.8	143
Evansville	110.3	144
Rockford	108.8	145
Eugene–Springfield	108.6	146
McAllen–Edinburg–Mission	107.3	147
Macon–Warner Robins	106.3	148
Reno	106.1	149
Charleston, W.Va.	105.8	150
Total Top 150	**62,471.1**	
Erie	103.8	151
Salem, Ore.	102.8	152
Ann Arbor	102.7	153
Hamilton–Middletown	102.5	154
Visalia–Tulare–Porterville	100.4	155
Orange County, N.Y.	98.8	156
Fort Pierce	98.7	157
Binghamton	98.4	158
Lorain–Elyria	98.1	159
Huntsville	94.6	160
Duluth	94.3	161
Portland, Me.	93.6	162
Johnstown	93.3	163
Savannah	92.3	164
New London–Norwich	92.0	165
South Bend–Mishawaka	91.9	166
Poughkeepsie	91.6	167
Springfield, Mo.	91.2	168
Columbus, Ga.	90.5	169
Roanoke	89.2	170
Santa Cruz	89.0	171
Tallahassee	88.7	172
Boulder–Longmont	86.5	173
Fayetteville, N.C.	86.5	173
Hickory–Morganton	86.4	175
Vancouver	84.7	176
Lincoln	84.3	177
Bradenton	83.5	178
Kalamazoo	83.1	179
Killeen–Temple	83.0	180
Anchorage	82.9	181
Niagara Falls	81.9	182
Lubbock	81.4	183
Springfield, Ill.	80.9	184
Gainesville	80.8	185
Galveston–Texas City	79.7	186
Boise	78.8	187
Ocala	78.2	188
Brownsville–Harlingen	77.8	189
Amarillo	75.6	190
Lafayette, La.	74.5	191
Biloxi–Gulfport	74.2	192
Green Bay	73.3	193
Chico	72.9	194
Fort Collins–Loveland	72.4	195
Beaver County, Pa.	71.6	196
Asheville	71.3	197
Waco	71.1	198
Yakima	70.4	199
Fort Smith	69.9	200
Total Top 200	**66,767.1**	
Provo–Orem	69.1	201
Wheeling	68.8	202
Bremerton	68.4	203
Cedar Rapids	68.3	204
Topeka	66.0	205
Racine	64.8	206
Champaign–Urbana–Rantoul	63.7	207
Benton Harbor	63.6	208
Brazoria	62.7	209
Olympia	62.6	210
Longview–Marshall	62.1	211
Lake Charles	61.8	212
Houma–Thibodaux	61.2	213
Parkersburg–Marietta	60.3	214
Naples	59.9	215
St. Cloud	59.5	216
Lima	58.6	217
Merced	58.3	218
Fort Walton Beach	58.2	219
Muskegon	58.0	220
Fargo–Moorhead	57.4	221
Steubenville–Weirton	57.0	222
Tyler	56.8	223
Medford	56.6	224
Athens	56.1	225
Elkhart–Goshen	56.0	226
Anderson, S.C.	55.9	227
Waterloo–Cedar Falls	55.8	228
Pittsfield	55.3	229
Clarksville–Hopkinsville	55.0	230
Tuscaloosa	55.0	230
Richland–Kennewick–Pasco	54.5	232
Jamestown–Dunkirk	54.2	233
Redding	54.2	233
Battle Creek	53.7	235
Florence, Ala.	53.7	235
Janesville–Beloit	52.8	237
Lynchburg	52.4	238
Jackson, Mich.	52.3	239
Joplin	52.1	240
Panama City	51.8	241
Monroe	51.7	242
Greeley	51.6	243
Eau Claire	51.5	244
Sioux Falls	51.0	245
Altoona	50.8	246
Burlington, Vt.	50.8	246
Bangor	50.7	248
Pueblo	50.3	249
Terre Haute	49.7	250
Total Top 250	**69,629.7**	
Vineland–Millville–Bridgeton	49.4	251
Anderson, Ind.	49.3	252
Dothan	49.3	252
Mansfield	49.3	252
Charlottesville	49.2	255
Alexandria, La.	48.8	256
Decatur, Ill.	48.2	257
Bellingham	47.6	258
Wilmington, N.C.	47.3	259
Bloomington–Normal	46.8	260
Wichita Falls	46.5	261
Las Cruces	46.3	262
Sharon	46.1	263
Billings	45.9	264
Odessa	45.9	264
Bryan–College Station	45.7	266
Anniston	45.5	267
Sioux City	45.5	267
Texarkana	45.4	269
Pascagoula	45.2	270
Abilene	45.0	271
Williamsport	45.0	271
Kenosha	44.9	273
Lafayette–West Lafayette	44.9	273
Yuba City	44.8	275
Muncie	43.7	276
Santa Fe	43.7	276
Hagerstown	43.3	278
Florence, S.C.	43.1	279
Fayetteville–Springdale	42.7	280
Wausau	42.1	281
Burlington, N.C.	41.5	282
Glens Falls	41.2	283
Midland, Tex.	40.8	284
Danville, Va.	40.7	285
Albany, Ga.	40.4	286
State College	40.3	287
Gadsden	40.1	288
Columbia, Mo.	39.6	289
Lawton	39.5	290
Lewiston–Auburn	39.5	290
Cumberland	39.3	292
Jacksonville, N.C.	39.1	293
Sheboygan	39.0	294
Decatur, Ala.	38.9	295
Rochester, Minn.	38.6	296
Sherman–Denison	38.2	297
Kokomo	38.1	298
Bloomington, Ind.	37.9	299
Kankakee	36.9	300
San Angelo	36.9	300
La Crosse	36.8	302
Yuma	34.8	303
Iowa City	34.4	304
Elmira	34.3	305
Laredo	34.2	306
Owensboro	33.4	307
St. Joseph	32.7	308
Bismarck	32.1	309
Dubuque	31.7	310
Rapid City	31.7	310
Pine Bluff	31.3	312
Great Falls	30.6	313
Jackson, Tenn.	30.3	314
Cheyenne	30.1	315
Lawrence, Kans.	27.7	316
Victoria	26.2	317
Casper	25.7	318
Grand Forks	25.0	319
Enid	23.5	320
Total Above Areas	**72,429.1**	
Percent of U.S.	**77.5050**	
U.S. Total	**93,450.9**	

Single-Person Households

Area	(Thous.)	Rank
New York	1,118.2	1
Los Angeles–Long Beach	852.0	2
Chicago	605.2	3
Philadelphia	467.9	4
Detroit	392.4	5
Boston–Lawrence–Salem–Lowell–Brockton	391.7	6
Washington	368.9	7
Houston	291.4	8
Minneapolis–St. Paul	245.1	9
Atlanta	243.9	10
Tampa–St. Petersburg–Clearwater	241.5	11
Pittsburgh	236.0	12
Dallas	230.3	13
San Francisco	228.9	14
Seattle	219.9	15
St. Louis	218.0	16
Phoenix	217.8	17
San Diego	212.6	18
Oakland	211.4	19
Baltimore	202.2	20
Cleveland	200.5	21
Denver	198.0	22
Miami–Hialeah	195.9	23
Anaheim–Santa Ana	179.3	24
Riverside–San Bernardino	174.1	25
Newark	160.8	26
Fort Lauderdale–Hollywood–Pompano Beach	151.7	27
Milwaukee	150.8	28
Kansas City	148.8	29
Columbus, Ohio	148.6	30
Cincinnati	147.2	31
Sacramento	144.7	32
Nassau–Suffolk	134.9	33
New Orleans	127.1	34
Portland, Ore.	126.2	35
San Jose	118.1	36
Bergen–Passaic	113.9	37
Indianapolis	111.7	38
Charlotte–Gastonia–Rock Hill	104.9	39
Norfolk–Virginia Beach–Newport News	102.1	40
Fort Worth–Arlington	101.9	41
Hartford–New Britain–Middletown–Bristol	101.8	42
West Palm Beach–Boca Raton–Delray Beach	100.5	43
Dayton–Springfield	99.4	44
Monmouth–Ocean	95.9	45
Oklahoma City	95.1	46
Greensboro–Winston-Salem–High Point	94.8	47
Orlando	94.5	48
Rochester, N.Y.	92.8	49
Nashville	92.5	50
Total Top 50	**11,103.8**	
San Antonio	91.7	51
Buffalo	90.8	52
Jacksonville, Fla.	90.3	53
Birmingham	89.7	54
Louisville	87.3	55
Providence–Pawtucket–Woonsocket	85.6	56
Albany–Schenectady–Troy	85.1	57
Memphis	83.7	58
Las Vegas	79.3	59
Austin	78.2	60
Raleigh–Durham	77.6	61
Scranton–Wilkes-Barre	77.4	62
Middlesex–Somerset–Hunterdon	76.7	63
Tucson	75.4	64
Tulsa	73.0	65
New Haven–Waterbury–Meriden	72.9	66
Richmond–Petersburg	69.7	67
Allentown–Bethlehem–Easton	67.6	68
Bridgeport–Stamford–Norwalk–Danbury	64.6	69
Salt Lake City–Ogden	64.6	69
Toledo	64.4	71
Akron	63.3	72
Worcester–Fitchburg–Leominster	62.9	73
Knoxville	62.6	74
Harrisburg–Lebanon–Carlisle	61.7	75
Greenville–Spartanburg	61.6	76
Jersey City	61.2	77
Omaha	59.9	78
Springfield, Mass.	57.8	79
Syracuse	57.5	80
Tacoma	56.9	81
Grand Rapids	56.8	82
Albuquerque	52.7	83
Des Moines	48.7	84
Honolulu	46.7	85
Youngstown–Warren	46.7	85
Fresno	46.6	87
Columbia, S.C.	45.8	88
Wilmington, Del.	45.5	89
Madison	45.3	90
Wichita	44.3	91
Mobile	43.2	92
Gary–Hammond	42.9	93
Daytona Beach	42.7	94
New Bedford–Fall River–Attleboro	42.5	95
Chattanooga	41.9	96
Little Rock–North Little Rock	41.7	97
Melbourne–Titusville–Palm Bay	41.5	98
Baton Rouge	41.1	99
Spokane	40.4	100
Total Top 100	**14,211.8**	
Charleston, S.C.	40.3	101
Johnson City–Kingsport–Bristol	39.9	102
Bakersfield	39.2	103
Stockton	38.2	104
Davenport–Rock Island–Moline	37.7	105
Santa Rosa–Petaluma	37.7	105
Flint	37.3	107
Colorado Springs	37.2	108
Oxnard–Ventura	37.1	109
York	36.7	110
Lansing–East Lansing	36.3	111
Lexington-Fayette	35.8	112
Atlantic City	35.6	113
Lakeland–Winter Haven	34.4	114
Reading	34.4	114
Vallejo–Fairfield–Napa	33.9	116
Fort Myers–Cape Coral	33.7	117
Lancaster	33.5	118
Canton	33.3	119
Shreveport	33.2	120
Augusta	33.1	121
Reno	33.0	122
Lake County, Ill.	32.8	123
Peoria	32.8	123
Santa Barbara–Santa Maria–Lompoc	32.3	125
Saginaw–Bay City–Midland	31.9	126
Sarasota	31.9	126
Jackson, Miss.	31.5	128
Appleton–Oshkosh–Neenah	30.5	129
Huntington–Ashland	30.0	130
Trenton	29.9	131
Charleston, W.Va.	29.7	132
Manchester–Nashua	29.7	132
El Paso	29.6	134
Fort Wayne	29.5	135
Portsmouth–Dover–Rochester	29.4	136
Pensacola	29.2	137
Eugene–Springfield	28.6	138
Evansville	27.7	139
Ann Arbor	27.6	140
Aurora–Elgin	27.6	140
Beaumont–Port Arthur	27.6	140
Utica–Rome	27.6	140
Montgomery	27.0	144
Rockford	26.6	145
Portland, Me.	26.3	146
Modesto	26.0	147
Erie	25.5	148
Duluth	25.4	149
Lincoln	24.7	150
Total Top 150	**15,812.2**	
Springfield, Ill.	24.6	151
Huntsville	24.5	152
Binghamton	24.1	153
Salinas–Seaside–Monterey	23.9	154
Fort Pierce	23.7	155
Boulder–Longmont	23.3	156
Salem, Ore.	23.3	156
South Bend–Mishawaka	23.3	156
Tallahassee	23.1	159
Joliet	23.0	160
Macon–Warner Robins	23.0	160
Corpus Christi	22.8	162
New London–Norwich	22.6	163
Hamilton–Middletown	22.4	164
Roanoke	22.0	165
Johnstown	21.9	166
Santa Cruz	21.8	167
Springfield, Mo.	21.7	168
Kalamazoo	21.4	169
Bradenton	21.3	170
Lorain–Elyria	21.3	170
Savannah	21.0	172
Poughkeepsie	20.8	173
Anchorage	20.6	174
Gainesville	20.6	174
Green Bay	20.6	174
Asheville	20.4	177
Columbus, Ga.	20.3	178
Hickory–Morganton	20.1	179
Cedar Rapids	20.0	180
Wheeling	19.6	181
Niagara Falls	19.4	182
Vancouver	19.4	182
Biloxi–Gulfport	19.2	184
Champaign–Urbana–Rantoul	19.2	184
Orange County, N.Y.	19.0	186
Topeka	18.6	187
Chico	18.4	188
Lubbock	18.2	189
Amarillo	18.1	190
Visalia–Tulare–Porterville	18.1	190
Boise	17.8	192
Galveston–Texas City	17.6	193
Ocala	17.3	194
Fayetteville, N.C.	16.9	195
Fort Collins–Loveland	16.9	195
Lafayette, La.	16.9	195
Waco	16.6	198
Olympia	16.2	199
Bremerton	16.1	200
Total Top 200	**16,835.1**	
Yakima	16.0	201
Beaver County, Pa.	15.8	202
Pittsfield	15.8	202
Racine	15.8	202
Fargo–Moorhead	15.6	205
Killeen–Temple	15.4	206
Sioux Falls	15.4	206
Benton Harbor	15.2	208
McAllen–Edinburg–Mission	15.2	208
Fort Smith	15.1	210
Parkersburg–Marietta	15.1	210
Naples	14.5	212
Waterloo–Cedar Falls	14.5	212
Tuscaloosa	14.4	214
Pueblo	14.3	215
Santa Fe	14.2	216
Steubenville–Weirton	14.2	216
Burlington, Vt.	13.9	218
Battle Creek	13.7	219
Lima	13.7	219
Anderson, S.C.	13.5	221
Longview–Marshall	13.5	221
Janesville–Beloit	13.4	223
Athens	13.3	224
Charlottesville	13.2	225
Eau Claire	13.1	226
Jamestown–Dunkirk	13.1	226
Bloomington–Normal	13.0	228
Muskegon	13.0	228
Florence, Ala.	12.9	230
Lake Charles	12.9	230
Altoona	12.8	232
Decatur, Ill.	12.8	232
Billings	12.7	234
Terre Haute	12.7	234
Wilmington, N.C.	12.7	234
Fort Walton Beach	12.6	237
Mansfield	12.6	237
Joplin	12.5	239
Medford	12.5	239
Sioux City	12.5	239
Brownsville–Harlingen	12.2	242
Lafayette–West Lafayette	12.2	242
Panama City	12.2	242
Bellingham	12.1	245
Redding	12.0	246
Tyler	12.0	246
Greeley	11.9	248
Monroe	11.8	249
Anderson, Ind.	11.7	250
Total Top 250	**17,512.3**	
Bloomington, Ind.	11.7	250
Iowa City	11.7	250
Lynchburg	11.7	250
Jackson, Mich.	11.6	254
Anniston	11.5	255
Elkhart–Goshen	11.5	255
Bangor	11.3	257
Richland–Kennewick–Pasco	11.3	257
Alexandria, La.	11.2	259
Bryan–College Station	11.2	259
Dothan	11.1	261
Sharon	11.1	261
Wichita Falls	11.1	261
Clarksville–Hopkinsville	11.0	264
Williamsport	11.0	264
Kenosha	10.9	266
St. Cloud	10.9	266
Houma–Thibodaux	10.8	268
Merced	10.6	269
Burlington, N.C.	10.5	270
Columbia, Mo.	10.5	270
Muncie	10.5	270
Vineland–Millville–Bridgeton	10.5	270
Brazoria	10.3	274
La Crosse	10.3	274
Lewiston–Auburn	10.3	274
State College	10.3	274
Abilene	10.2	278
Las Cruces	10.2	278
Odessa	10.1	280
Texarkana	10.1	280
Cumberland	9.9	282
Rochester, Minn.	9.8	283
Wausau	9.8	283
Yuba City	9.8	283
Hagerstown	9.7	286
Sheboygan	9.7	286
Fayetteville–Springdale	9.5	288
Gadsden	9.5	288
Florence, S.C.	9.4	290
Kankakee	9.3	291
Glens Falls	9.1	292
Sherman–Denison	9.1	292
Cheyenne	9.0	294
Kokomo	9.0	294
Decatur, Ala.	8.9	296
Great Falls	8.7	297
Midland, Tex.	8.7	297
Pascagoula	8.7	297
Danville, Va.	8.6	300
San Angelo	8.5	301
Owensboro	8.4	302
Provo–Orem	8.4	302
St. Joseph	8.4	302
Rapid City	8.3	305
Lawton	8.1	306
Elmira	8.0	307
Dubuque	7.9	308
Jackson, Tenn.	7.7	309
Albany, Ga.	7.6	310
Jacksonville, N.C.	7.6	310
Lawrence, Kans.	7.4	312
Yuma	7.4	312
Bismarck	7.3	314
Casper	6.7	315
Pine Bluff	6.7	315
Enid	6.1	317
Grand Forks	6.0	318
Laredo	5.2	319
Victoria	4.8	320
Total Above Areas	**18,172.0**	
Percent of U.S.	**78.8086**	
U.S. Total	**23,058.4**	

Total Effective Buying Income (EBI)

Area	($000)	Rank
Los Angeles–Long Beach	135,162,824	1
New York	132,059,479	2
Chicago	93,447,201	3
Philadelphia	73,852,045	4
Washington	73,784,364	5
Boston–Lawrence–Salem–Lowell–Brockton	66,398,906	6
Detroit	61,228,315	7
Nassau–Suffolk	51,030,361	8
Houston	43,231,791	9
Atlanta	41,303,037	10
Anaheim–Santa Ana	39,243,128	11
San Diego	38,270,528	12
Minneapolis–St. Paul	37,405,475	13
Dallas	35,990,083	14
Oakland	35,278,524	15
Newark	34,773,475	16
St. Louis	34,668,544	17
Baltimore	34,505,342	18
San Francisco	32,627,833	19
Seattle	32,109,184	20
Riverside–San Bernardino	31,844,576	21
Phoenix	28,413,814	22
Tampa–St. Petersburg–Clearwater	28,029,245	23
Pittsburgh	27,234,980	24
San Jose	26,770,972	25
Bergen–Passaic	26,051,651	26
Cleveland	25,613,094	27
Denver	24,888,293	28
Miami–Hialeah	24,874,562	29
Kansas City	22,825,388	30
Sacramento	21,223,580	31
Milwaukee	20,866,517	32
Fort Lauderdale–Hollywood–Pompano Beach	20,329,599	33
Middlesex–Somerset–Hunterdon	19,693,190	34
Cincinnati	19,495,351	35
Hartford–New Britain–Middletown–Bristol	19,099,179	36
Monmouth–Ocean	18,042,119	37
Bridgeport–Stamford–Norwalk–Danbury	17,608,066	38
Norfolk–Virginia Beach–Newport News	17,461,876	39
Fort Worth–Arlington	17,344,024	40
Columbus, Ohio	17,218,380	41
Portland, Ore.	16,734,852	42
Indianapolis	16,151,475	43
West Palm Beach–Boca Raton–Delray Beach	15,058,492	44
New Orleans	14,476,039	45
Charlotte–Gastonia–Rock Hill	14,395,281	46
Rochester, N.Y.	14,266,062	47
San Antonio	14,068,167	48
Orlando	13,954,940	49
New Haven–Waterbury–Meriden	13,186,116	50
Total Top 50	**1,733,590,319**	
Nashville	13,179,209	51
Providence–Pawtucket–Woonsocket	12,582,730	52
Greensboro–Winston-Salem–High Point	12,398,467	53
Richmond–Petersburg	12,389,474	54
Dayton–Springfield	12,381,539	55
Buffalo	12,316,950	56
Honolulu	12,284,357	57
Albany–Schenectady–Troy	12,064,387	58
Jacksonville, Fla.	12,001,320	59
Louisville	11,688,076	60
Memphis	11,236,370	61
Salt Lake City–Ogden	11,145,168	62
Oklahoma City	10,705,903	63
Oxnard–Ventura	10,446,535	64
Worcester–Fitchburg–Leominster	10,384,560	65
Birmingham	10,314,251	66
Raleigh–Durham	10,098,852	67
Austin	9,797,231	68
Allentown–Bethlehem–Easton	9,504,012	69
Grand Rapids	9,035,041	70
Las Vegas	8,961,678	71
Lake County, Ill.	8,722,856	72
Syracuse	8,632,859	73
Omaha	8,627,497	74
Scranton–Wilkes-Barre	8,558,581	75
Wilmington, Del.	8,556,204	76
Harrisburg–Lebanon–Carlisle	8,352,135	77
Tulsa	8,258,670	78
Akron	8,132,308	79
Springfield, Mass.	8,097,441	80
Fresno	8,067,417	81
Toledo	7,898,730	82
Tucson	7,433,014	83
Jersey City	7,206,381	84
Knoxville	7,175,505	85
Gary–Hammond	6,915,635	86
Greenville–Spartanburg	6,883,512	87
Bakersfield	6,656,858	88
Wichita	6,605,200	89
New Bedford–Fall River–Attleboro	6,440,169	90
Trenton	6,335,927	91
Tacoma	6,317,238	92
Little Rock–North Little Rock	6,277,292	93
Santa Rosa–Petaluma	6,113,598	94
Youngstown–Warren	6,073,025	95
Vallejo–Fairfield–Napa	5,939,500	96
Manchester–Nashua	5,935,216	97
Baton Rouge	5,860,472	98
Columbia, S.C.	5,771,682	99
Albuquerque	5,721,186	100
Total Top 100	**2,176,072,537**	
Lansing–East Lansing	5,668,445	101
Stockton	5,588,266	102
Portsmouth–Dover–Rochester	5,572,475	103
Lancaster	5,495,905	104
York	5,427,798	105
Des Moines	5,378,601	106
Santa Barbara–Santa Maria–Lompoc	5,377,477	107
Mobile	5,309,385	108
Melbourne–Titusville–Palm Bay	5,298,972	109
Joliet	5,240,826	110
Madison	5,232,635	111
Charleston, S.C.	5,228,507	112
Aurora–Elgin	5,215,510	113
Peoria	5,106,303	114
El Paso	5,019,055	115
Davenport–Rock Island–Moline	4,995,095	116
Flint	4,970,985	117
Chattanooga	4,961,557	118
Johnson City–Kingsport–Bristol	4,900,143	119
Saginaw–Bay City–Midland	4,860,751	120
Salinas–Seaside–Monterey	4,835,904	121
Colorado Springs	4,661,635	122
Fort Myers–Cape Coral	4,641,612	123
Augusta	4,626,316	124
Daytona Beach	4,603,995	125
Canton	4,599,640	126
Lakeland–Winter Haven	4,542,665	127
Fort Wayne	4,516,329	128
Jackson, Miss.	4,497,062	129
Beaumont–Port Arthur	4,490,679	130
Reading	4,471,764	131
Atlantic City	4,342,763	132
Lexington-Fayette	4,324,044	133
Pensacola	4,223,094	134
Modesto	4,103,231	135
Spokane	4,090,491	136
Appleton–Oshkosh–Neenah	4,023,194	137
Poughkeepsie	3,997,285	138
Sarasota	3,963,096	139
Orange County, N.Y.	3,914,491	140
Ann Arbor	3,881,740	141
Rockford	3,871,273	142
Reno	3,867,605	143
New London–Norwich	3,820,252	144
Shreveport	3,797,462	145
Santa Cruz	3,646,842	146
Anchorage	3,620,974	147
Corpus Christi	3,592,958	148
Portland, Me.	3,576,458	149
Utica–Rome	3,557,555	150
Total Top 150	**2,405,623,637**	
Binghamton	3,555,833	151
Macon–Warner Robins	3,543,694	152
Erie	3,532,043	153
Huntsville	3,516,366	154
Evansville	3,486,244	155
Lorain–Elyria	3,409,755	156
Montgomery	3,342,413	157
Hamilton–Middletown	3,251,055	158
Kalamazoo	3,152,531	159
Huntington–Ashland	3,126,629	160
Lincoln	3,103,085	161
Eugene–Springfield	2,992,329	162
Charleston, W.Va.	2,989,469	163
Fort Pierce	2,987,430	164
Savannah	2,961,589	165
Roanoke	2,955,020	166
Duluth	2,947,584	167
Boulder–Longmont	2,914,921	168
South Bend–Mishawaka	2,904,082	169
Vancouver	2,844,560	170
Visalia–Tulare–Porterville	2,833,075	171
Tallahassee	2,800,265	172
Galveston–Texas City	2,792,641	173
Springfield, Mo.	2,764,157	174
Salem, Ore.	2,747,420	175
Hickory–Morganton	2,712,620	176
Columbus, Ga.	2,674,517	177
Fayetteville, N.C.	2,671,519	178
Boise	2,657,339	179
Bradenton	2,580,694	180
Niagara Falls	2,573,674	181
Killeen–Temple	2,551,508	182
Brazoria	2,528,932	183
Springfield, Ill.	2,491,806	184
Amarillo	2,463,133	185
Lubbock	2,410,851	186
Gainesville	2,391,487	187
Topeka	2,384,614	188
McAllen–Edinburg–Mission	2,360,820	189
Green Bay	2,340,910	190
Cedar Rapids	2,340,693	191
Johnstown	2,334,393	192
Bremerton	2,330,788	193
Racine	2,290,587	194
Lafayette, La.	2,285,441	195
Beaver County, Pa.	2,166,866	196
Biloxi–Gulfport	2,166,816	197
Fort Collins–Loveland	2,152,616	198
Champaign–Urbana–Rantoul	2,128,542	199
Richland–Kennewick–Pasco	2,104,739	200
Total Top 200	**2,543,173,732**	
Asheville	2,100,853	201
Olympia	2,029,026	202
Pittsfield	2,004,903	203
Ocala	2,004,298	204
Naples	1,999,273	205
Chico	1,991,130	206
Waterloo–Cedar Falls	1,983,890	207
Yakima	1,967,283	208
Waco	1,967,141	209
Burlington, Vt.	1,944,335	210
Benton Harbor	1,922,664	211
Battle Creek	1,909,399	212
Fort Walton Beach	1,897,565	213
St. Cloud	1,883,008	214
Kenosha	1,874,026	215
Houma–Thibodaux	1,873,589	216
Provo–Orem	1,870,482	217
Fort Smith	1,863,234	218
Longview–Marshall	1,854,091	219
Tyler	1,838,297	220
Wheeling	1,822,030	221
Brownsville–Harlingen	1,819,395	222
Lima	1,814,963	223
Muskegon	1,808,394	224
Lynchburg	1,795,339	225
Vineland–Millville–Bridgeton	1,793,191	226
Lake Charles	1,791,473	227
Janesville–Beloit	1,787,572	228
Charlottesville	1,761,041	229
Elkhart–Goshen	1,755,806	230
Bloomington–Normal	1,754,397	231
Fargo–Moorhead	1,753,653	232
Jackson, Mich.	1,752,441	233
Merced	1,742,272	234
Sioux Falls	1,730,131	235
Decatur, Ill.	1,727,001	236
Bangor	1,634,446	237
Steubenville–Weirton	1,630,952	238
Parkersburg–Marietta	1,626,452	239
Clarksville–Hopkinsville	1,624,275	240
Athens	1,611,042	241
Jamestown–Dunkirk	1,594,117	242
Midland, Tex.	1,592,517	243
Redding	1,584,361	244
Santa Fe	1,550,861	245
Eau Claire	1,543,159	246
Anderson, S.C.	1,538,334	247
Odessa	1,537,935	248
Rochester, Minn.	1,532,601	249
Anderson, Ind.	1,525,933	250
Total Top 250	**2,632,488,303**	
Medford	1,525,184	251
Mansfield	1,519,805	252
Lafayette–West Lafayette	1,500,704	253
Terre Haute	1,483,513	254
Altoona	1,439,667	255
Sharon	1,438,492	256
Columbia, Mo.	1,431,797	257
Florence, Ala.	1,416,241	258
Sheboygan	1,404,175	259
Bellingham	1,403,379	260
Greeley	1,403,186	261
Tuscaloosa	1,401,637	262
Joplin	1,394,881	263
Hagerstown	1,389,251	264
Pascagoula	1,375,822	265
Williamsport	1,362,281	266
Wichita Falls	1,360,680	267
Bryan–College Station	1,354,540	268
Yuba City	1,346,329	269
Wilmington, N.C.	1,341,430	270
Glens Falls	1,332,603	271
Billings	1,327,434	272
Kokomo	1,307,950	273
Monroe	1,306,247	274
Dothan	1,305,428	275
Wausau	1,296,303	276
Muncie	1,293,438	277
Abilene	1,292,035	278
Panama City	1,282,136	279
Pueblo	1,278,042	280
Sioux City	1,271,748	281
Lewiston–Auburn	1,253,903	282
Alexandria, La.	1,239,194	283
Danville, Va.	1,238,021	284
State College	1,229,132	285
Burlington, N.C.	1,226,021	286
Fayetteville–Springdale	1,225,204	287
Albany, Ga.	1,222,568	288
Texarkana	1,211,717	289
La Crosse	1,205,544	290
Bloomington, Ind.	1,201,253	291
Anniston	1,179,236	292
Sherman–Denison	1,173,397	293
San Angelo	1,166,479	294
Kankakee	1,154,756	295
Las Cruces	1,145,819	296
Jacksonville, N.C.	1,124,510	297
Iowa City	1,121,511	298
Lawton	1,084,431	299
Cumberland	1,074,650	300
Florence, S.C.	1,065,161	301
Elmira	1,047,870	302
Decatur, Ala.	1,046,090	303
St. Joseph	1,012,138	304
Rapid City	984,002	305
Bismarck	978,212	306
Gadsden	964,219	307
Dubuque	954,062	308
Owensboro	922,918	309
Lawrence, Kans.	899,285	310
Grand Forks	896,305	311
Jackson, Tenn.	881,679	312
Great Falls	868,443	313
Yuma	832,392	314
Pine Bluff	824,973	315
Victoria	819,400	316
Laredo	771,917	317
Casper	748,981	318
Cheyenne	738,984	319
Enid	620,157	320
Total Above Areas	**2,715,429,195**	
Percent of U.S.	**82.5989**	
U.S. Total	**3,287,489,252**	

Suburban EBI

Area	($000)	Rank
Los Angeles–Long Beach	69,938,487	1
Washington	59,143,531	2
Chicago	54,261,574	3
Philadelphia	52,252,200	4
Nassau–Suffolk	51,030,361	5
Detroit	47,617,294	6
Boston–Lawrence–Salem–Lowell–Brockton	47,018,651	7
Atlanta	34,630,352	8
Anaheim–Santa Ana	32,415,235	9
Newark	30,028,082	10
Oakland	27,394,378	11
St. Louis	27,336,257	12
Minneapolis–St. Paul	26,556,443	13
Riverside–San Bernardino	26,153,328	14
Baltimore	25,274,958	15
New York	24,646,085	16
Bergen–Passaic	24,500,934	17
Pittsburgh	22,411,167	18
Seattle	21,920,104	19
Cleveland	20,176,881	20
Houston	20,019,665	21
Tampa–St. Petersburg–Clearwater	19,462,012	22
San Diego	19,356,037	23
Dallas	18,794,327	24
Middlesex–Somerset–Hunterdon	18,623,132	25
Monmouth–Ocean	18,042,119	26
San Francisco	17,896,315	27
Denver	17,813,133	28
Miami–Hialeah	17,405,617	29
Hartford–New Britain–Middletown–Bristol	14,726,929	30
Cincinnati	14,662,260	31
Sacramento	14,376,587	32
Fort Lauderdale–Hollywood–Pompano Beach	14,112,027	33
Kansas City	13,651,241	34
San Jose	13,096,297	35
Milwaukee	12,151,483	36
Orlando	11,720,876	37
West Palm Beach–Boca Raton–Delray Beach	11,531,670	38
Rochester, N.Y.	11,384,963	39
Bridgeport–Stamford–Norwalk–Danbury	10,795,484	40
Portland, Ore.	10,426,486	41
Dayton–Springfield	9,667,334	42
Columbus, Ohio	9,282,020	43
Albany–Schenectady–Troy	9,258,521	44
Providence–Pawtucket–Woonsocket	9,086,368	45
Richmond–Petersburg	8,941,196	46
Buffalo	8,754,911	47
Salt Lake City–Ogden	8,599,494	48
New Orleans	8,421,721	49
New Haven–Waterbury–Meriden	8,169,514	50
Total Top 50	**1,124,936,040**	
Louisville	8,153,440	51
Fort Worth–Arlington	7,806,966	52
Wilmington, Del.	7,721,581	53
Phoenix	7,398,453	54
Birmingham	7,276,872	55
Charlotte–Gastonia–Rock Hill	7,227,518	56
Lake County, Ill.	7,181,581	57
Oxnard–Ventura	7,160,819	58
Harrisburg–Lebanon–Carlisle	7,105,732	59
Worcester–Fitchburg–Leominster	7,025,546	60
Scranton–Wilkes-Barre	6,813,993	61
Allentown–Bethlehem–Easton	6,778,166	62
Syracuse	6,732,172	63
Greensboro–Winston-Salem–High Point	6,680,937	64
Indianapolis	6,489,114	65
Grand Rapids	6,283,940	66
Las Vegas	6,044,358	67
Nashville	5,830,894	68
Honolulu	5,764,095	69
Greenville–Spartanburg	5,718,347	70
Trenton	5,099,100	71
Akron	5,056,587	72
York	4,923,352	73
Lancaster	4,839,480	74
Springfield, Mass.	4,811,239	75
Raleigh–Durham	4,733,338	76
Columbia, S.C.	4,675,637	77
Oklahoma City	4,655,342	78
Knoxville	4,625,845	79
Tacoma	4,566,566	80
Gary–Hammond	4,493,912	81
Youngstown–Warren	4,458,962	82
Charleston, S.C.	4,437,541	83
Portsmouth–Dover–Rochester	4,382,169	84
Bakersfield	4,272,512	85
Joliet	4,254,918	86
Augusta	4,188,438	87
Jersey City	4,173,945	88
San Antonio	4,067,367	89
Fresno	3,960,918	90
Atlantic City	3,938,476	91
Orange County, N.Y.	3,914,491	92
Daytona Beach	3,860,166	93
New Bedford–Fall River–Attleboro	3,820,220	94
Tulsa	3,664,012	95
Reading	3,595,515	96
Santa Rosa–Petaluma	3,587,282	97
Poughkeepsie	3,569,584	98
Jacksonville, Fla.	3,525,375	99
Toledo	3,512,399	100
Total Top 100	**1,389,795,252**	
Flint	3,489,111	101
Johnson City–Kingsport–Bristol	3,457,244	102
Lansing–East Lansing	3,431,088	103
Norfolk–Virginia Beach–Newport News	3,417,355	104
Memphis	3,411,977	105
Pensacola	3,380,528	106
Austin	3,317,002	107
Lakeland–Winter Haven	3,281,222	108
Tucson	3,266,851	109
Melbourne–Titusville–Palm Bay	3,253,445	110
Sarasota	3,204,667	111
Baton Rouge	3,169,716	112
Fort Myers–Cape Coral	3,113,382	113
Chattanooga	3,111,926	114
Canton	3,095,182	115
Saginaw–Bay City–Midland	3,080,914	116
Aurora–Elgin	2,989,626	117
Peoria	2,945,373	118
Santa Cruz	2,936,004	119
New London–Norwich	2,899,033	120
Binghamton	2,897,857	121
Santa Barbara–Santa Maria–Lompoc	2,885,291	122
Mobile	2,842,535	123
Vallejo–Fairfield–Napa	2,755,048	124
Des Moines	2,744,416	125
Manchester–Nashua	2,720,215	126
Stockton	2,700,828	127
Portland, Me.	2,650,680	128
Salinas–Seaside–Monterey	2,649,026	129
Fort Pierce	2,577,644	130
Madison	2,575,825	131
Brazoria	2,528,932	132
Omaha	2,497,888	133
Davenport–Rock Island–Moline	2,491,848	134
Little Rock–North Little Rock	2,452,009	135
Beaumont–Port Arthur	2,401,561	136
Utica–Rome	2,378,433	137
Fort Wayne	2,326,655	138
Ann Arbor	2,297,954	139
Huntington–Ashland	2,278,862	140
Vancouver	2,255,174	141
Charleston, W.Va.	2,235,114	142
Beaver County, Pa.	2,166,866	143
Kalamazoo	2,161,385	144
Erie	2,156,517	145
Appleton–Oshkosh–Neenah	2,145,180	146
Wichita	2,114,678	147
Jackson, Miss.	2,109,944	148
Spokane	2,109,855	149
Hickory–Morganton	2,102,789	150
Total Top 150	**1,527,257,907**	
Johnstown	2,072,144	151
Bradenton	2,062,431	152
Hamilton–Middletown	2,010,579	153
Rockford	1,977,756	154
Reno	1,958,185	155
Bremerton	1,869,529	156
Niagara Falls	1,863,522	157
Lorain–Elyria	1,831,965	158
Benton Harbor	1,826,424	159
Fayetteville, N.C.	1,807,077	160
Modesto	1,738,621	161
Salem, Ore.	1,729,770	162
Roanoke	1,707,394	163
Chico	1,627,981	164
Duluth	1,625,437	165
Olympia	1,587,328	166
Fort Walton Beach	1,576,071	167
Galveston–Texas City	1,551,278	168
Visalia–Tulare–Porterville	1,538,434	169
Evansville	1,499,009	170
Naples	1,498,223	171
Macon–Warner Robins	1,496,859	172
Ocala	1,475,224	173
Burlington, Vt.	1,443,423	174
Wheeling	1,411,388	175
St. Cloud	1,405,685	176
Muskegon	1,403,004	177
Lexington-Fayette	1,387,995	178
Yakima	1,381,750	179
Killeen–Temple	1,366,711	180
Gainesville	1,357,506	181
Houma–Thibodaux	1,341,892	182
Jackson, Mich.	1,333,483	183
Lima	1,332,831	184
Eugene–Springfield	1,294,071	185
Asheville	1,292,979	186
Charlottesville	1,290,101	187
Boulder–Longmont	1,286,206	188
Pittsfield	1,282,155	189
Sharon	1,259,351	190
Savannah	1,258,127	191
Bangor	1,252,810	192
Racine	1,245,840	193
Anderson, S.C.	1,226,185	194
Battle Creek	1,223,689	195
Merced	1,190,406	196
Albuquerque	1,189,290	197
Green Bay	1,181,840	198
South Bend–Mishawaka	1,175,912	199
Biloxi–Gulfport	1,161,690	200
Total Top 200	**1,602,165,468**	
Lafayette, La.	1,156,023	201
Athens	1,155,282	202
Springfield, Ill.	1,151,400	203
Tallahassee	1,133,010	204
Colorado Springs	1,129,724	205
Glens Falls	1,122,238	206
Montgomery	1,079,961	207
Yuba City	1,075,198	208
Springfield, Mo.	1,074,119	209
Steubenville–Weirton	1,068,764	210
Parkersburg–Marietta	1,068,383	211
Jamestown–Dunkirk	1,067,022	212
Boise	1,061,838	213
Lake Charles	1,023,303	214
McAllen–Edinburg–Mission	1,019,237	215
Pascagoula	1,016,663	216
Hagerstown	1,011,067	217
Florence, Ala.	1,009,689	218
Medford	1,008,540	219
Williamsport	1,007,183	220
Elkhart–Goshen	974,653	221
Eau Claire	956,557	222
State College	944,187	223
Joplin	937,593	224
Mansfield	936,763	225
Panama City	930,673	226
Lynchburg	915,990	227
Huntsville	913,633	228
Waco	906,608	229
Redding	905,605	230
Fort Smith	901,712	231
Tyler	897,109	232
Terre Haute	893,193	233
Anniston	887,382	234
Altoona	879,669	235
Wausau	867,165	236
Bellingham	854,779	237
Provo–Orem	852,852	238
Shreveport	851,458	239
Anderson, Ind.	848,437	240
Kankakee	838,330	241
Monroe	836,132	242
Jacksonville, N.C.	828,178	243
Fort Collins–Loveland	826,933	244
Corpus Christi	810,603	245
Cumberland	808,815	246
Cedar Rapids	801,693	247
Greeley	788,971	248
Alexandria, La.	774,083	249
Santa Fe	772,274	250
Total Top 250	**1,649,746,142**	
Richland–Kennewick–Pasco	759,545	251
Longview–Marshall	754,408	252
Sheboygan	750,671	253
Champaign–Urbana–Rantoul	746,229	254
Wilmington, N.C.	743,644	255
Burlington, N.C.	734,827	256
Florence, S.C.	734,688	257
Elmira	731,391	258
Kenosha	730,962	259
Kokomo	726,957	260
Columbus, Ga.	716,040	261
Danville, Va.	715,539	262
Dothan	700,909	263
Tuscaloosa	688,212	264
Brownsville–Harlingen	673,747	265
Lafayette–West Lafayette	655,531	266
Janesville–Beloit	654,718	267
Texarkana	647,143	268
Topeka	627,299	269
Bloomington, Ind.	623,778	270
Waterloo–Cedar Falls	610,297	271
La Crosse	601,584	272
Columbia, Mo.	591,860	273
Las Cruces	565,621	274
Muncie	554,809	275
Fargo–Moorhead	554,173	276
El Paso	550,745	277
Rochester, Minn.	547,476	278
Bloomington–Normal	529,780	279
Gadsden	525,569	280
Decatur, Ala.	505,120	281
Iowa City	493,271	282
Decatur, Ill.	487,033	283
Sherman–Denison	486,943	284
Lewiston–Auburn	486,134	285
Vineland–Millville–Bridgeton	479,625	286
Clarksville–Hopkinsville	423,601	287
Albany, Ga.	408,427	288
Fayetteville–Springdale	405,468	289
Sioux City	391,874	290
Billings	378,039	291
Amarillo	364,640	292
Bismarck	357,093	293
Lubbock	345,364	294
Yuma	332,985	295
Lincoln	317,341	296
Owensboro	314,752	297
Odessa	305,074	298
Dubuque	297,869	299
Sioux Falls	294,689	300
Lawton	289,969	301
Wichita Falls	282,808	302
Jackson, Tenn.	269,325	303
Rapid City	267,627	304
Pueblo	259,144	305
Grand Forks	257,211	306
Casper	234,866	307
Victoria	205,760	308
Lawrence, Kans.	201,313	309
Great Falls	192,169	310
Cheyenne	184,853	311
Pine Bluff	163,203	312
St. Joseph	162,591	313
San Angelo	133,150	314
Bryan–College Station	125,883	315
Midland, Tex.	118,123	316
Enid	115,095	317
Abilene	108,488	318
Laredo	57,480	319
Anchorage	0	320
Total Above Areas	**1,680,998,694**	
Percent of U.S.	**100.0000**	
U.S. Total	**1,680,998,694**	

Median Household EBI

Area	($)	Rank
Nassau–Suffolk	45,711	1
Middlesex–Somerset–Hunterdon	44,455	2
Bridgeport–Stamford–Norwalk–Danbury	42,568	3
San Jose	42,126	4
Washington	41,545	5
Bergen–Passaic	40,808	6
Trenton	39,025	7
Manchester–Nashua	38,856	8
Anaheim–Santa Ana	37,614	9
Lake County, Ill.	37,577	10
Oxnard–Ventura	37,524	11
Newark	37,359	12
Hartford–New Britain–Middletown–Bristol	36,023	13
San Francisco	36,012	14
Monmouth–Ocean	35,845	15
Portsmouth–Dover–Rochester	35,538	16
Boston–Lawrence–Salem–Lowell–Brockton	35,430	17
Oakland	34,914	18
Anchorage	34,843	19
Brazoria	34,746	20
New Haven–Waterbury–Meriden	34,456	21
Kenosha	34,403	22
Seattle	34,230	23
Poughkeepsie	34,203	24
Joliet	33,840	25
Richland–Kennewick–Pasco	33,551	26
Honolulu	33,168	27
Minneapolis–St. Paul	32,462	28
Baltimore	32,347	29
Aurora–Elgin	32,336	30
Rochester, Minn.	32,037	31
New London–Norwich	31,946	32
Richmond–Petersburg	31,876	33
Wilmington, Del.	31,725	34
Worcester–Fitchburg–Leominster	31,518	35
Santa Rosa–Petaluma	31,297	36
Atlanta	31,184	37
Chicago	30,967	38
Milwaukee	30,651	39
Philadelphia	30,570	40
Orange County, N.Y.	30,547	41
Los Angeles–Long Beach	30,489	42
Peoria	30,394	43
Denver	30,289	44
Vallejo–Fairfield–Napa	30,227	45
Rochester, N.Y.	29,974	46
San Diego	29,916	47
Salinas–Seaside–Monterey	29,876	48
Detroit	29,663	49
West Palm Beach–Boca Raton–Delray Beach	29,554	50
Santa Cruz	29,550	51
Santa Barbara–Santa Maria–Lompoc	29,502	52
St. Louis	29,453	53
Reno	29,439	54
Kansas City	29,370	55
Sheboygan	29,355	56
Burlington, Vt.	29,307	57
Lorain–Elyria	29,265	58
Racine	29,258	59
Grand Rapids	29,221	60
Kalamazoo	29,184	61
Rockford	29,018	62
Sacramento	28,735	63
Dallas	28,658	64
Ann Arbor	28,597	65
Portland, Me.	28,561	66
Vancouver	28,466	67
Harrisburg–Lebanon–Carlisle	28,332	68
Omaha	28,329	69
Allentown–Bethlehem–Easton	28,286	70
Wichita	28,253	71
Portland, Ore.	28,192	72
Lansing–East Lansing	28,166	73
Midland, Tex.	28,142	74
Janesville–Beloit	28,139	75
Madison	28,138	76
Fort Lauderdale–Hollywood–Pompano Beach	28,083	77
Davenport–Rock Island–Moline	28,073	78
Galveston–Texas City	28,065	79
Lancaster	28,045	80
Battle Creek	28,031	81
Bloomington–Normal	28,017	82
Houston	28,008	83
Fort Worth–Arlington	27,981	84
Raleigh–Durham	27,954	85
Huntsville	27,940	86
Decatur, Ill.	27,923	87
Albany–Schenectady–Troy	27,842	88
Providence–Pawtucket–Woonsocket	27,798	89
Kokomo	27,796	90
Beaumont–Port Arthur	27,793	91
Waterloo–Cedar Falls	27,791	92
York	27,773	93
Bremerton	27,755	94
Cleveland	27,753	95
Norfolk–Virginia Beach–Newport News	27,716	96
Springfield, Mass.	27,599	97
Lincoln	27,581	98
Appleton–Oshkosh–Neenah	27,573	99
Riverside–San Bernardino	27,509	100
Syracuse	27,509	100
Cedar Rapids	27,453	102
Topeka	27,337	103
Cincinnati	27,155	104
Gary–Hammond	27,127	105
Vineland–Millville–Bridgeton	27,115	106
Indianapolis	27,063	107
Santa Fe	27,049	108
Binghamton	27,042	109
Pittsfield	27,026	110
Reading	26,952	111
Boulder–Longmont	26,947	112
Nashville	26,921	113
Fort Wayne	26,865	114
Phoenix	26,861	115
New Bedford–Fall River–Attleboro	26,828	116
Las Vegas	26,812	117
Jackson, Mich.	26,795	118
Lynchburg	26,734	119
Erie	26,697	120
Saginaw–Bay City–Midland	26,687	121
Orlando	26,476	122
Macon–Warner Robins	26,432	123
Salt Lake City–Ogden	26,355	124
Odessa	26,283	125
Olympia	26,214	126
Dayton–Springfield	26,197	127
Charlottesville	26,163	128
Buffalo	26,156	129
Bakersfield	26,129	130
Hamilton–Middletown	25,961	131
Charlotte–Gastonia–Rock Hill	25,920	132
Green Bay	25,919	133
Hagerstown	25,904	134
Boise	25,806	135
Toledo	25,805	136
Des Moines	25,772	137
Akron	25,760	138
Jacksonville, Fla.	25,685	139
Flint	25,627	140
Columbia, S.C.	25,610	141
Beaver County, Pa.	25,603	142
Fresno	25,525	143
Greensboro–Winston-Salem–High Point	25,483	144
Stockton	25,401	145
Columbia, Mo.	25,372	146
Roanoke	25,345	147
Youngstown–Warren	25,297	148
Melbourne–Titusville–Palm Bay	25,181	149
Anderson, Ind.	25,154	150
Pittsburgh	25,149	151
New York	25,129	152
Columbus, Ohio	25,109	153
Duluth	25,088	154
Grand Forks	25,040	155
Sioux Falls	25,020	156
Niagara Falls	25,002	157
Pascagoula	25,002	157
Houma–Thibodaux	24,990	159
Sharon	24,927	160
Victoria	24,878	161
Canton	24,863	162
Amarillo	24,862	163
Fort Myers–Cape Coral	24,842	164
Wausau	24,838	165
Lima	24,743	166
Fort Walton Beach	24,729	167
South Bend–Mishawaka	24,722	168
Miami–Hialeah	24,701	169
Jersey City	24,694	170
Evansville	24,610	171
Mansfield	24,578	172
Austin	24,569	173
Baton Rouge	24,549	174
Tyler	24,542	175
Louisville	24,505	176
La Crosse	24,478	177
Elkhart–Goshen	24,452	178
Pensacola	24,448	179
Muskegon	24,430	180
Bangor	24,421	181
Casper	24,386	182
Hickory–Morganton	24,367	183
St. Cloud	24,316	184
Glens Falls	24,298	185
Kankakee	24,278	186
Sarasota	24,246	187
Atlantic City	24,228	188
Modesto	24,175	189
Lake Charles	24,172	190
Lewiston–Auburn	24,150	191
Savannah	24,108	192
Little Rock–North Little Rock	24,071	193
Colorado Springs	24,067	194
Albany, Ga.	23,967	195
Augusta	23,955	196
Lafayette–West Lafayette	23,823	197
Steubenville–Weirton	23,722	198
Danville, Va.	23,567	199
Springfield, Ill.	23,564	200
Dubuque	23,556	201
Tampa–St. Petersburg–Clearwater	23,541	202
Fort Collins–Loveland	23,464	203
Bismarck	23,443	204
Lafayette, La.	23,419	205
Utica–Rome	23,329	206
Williamsport	23,288	207
Bradenton	23,186	208
Longview–Marshall	23,177	209
Sherman–Denison	23,174	210
Lexington-Fayette	23,146	211
Burlington, N.C.	23,124	212
Benton Harbor	23,101	213
Fargo–Moorhead	23,098	214
Champaign–Urbana–Rantoul	23,094	215
Tacoma	23,070	216
Memphis	23,015	217
St. Joseph	22,964	218
Elmira	22,945	219
Jackson, Miss.	22,935	220
Billings	22,797	221
Naples	22,770	222
Muncie	22,723	223
Fort Pierce	22,709	224
Scranton–Wilkes-Barre	22,695	225
Tallahassee	22,683	226
Chattanooga	22,573	227
San Antonio	22,522	228
Bellingham	22,493	229
New Orleans	22,425	230
Eau Claire	22,417	231
Iowa City	22,415	232
Charleston, W.Va.	22,406	233
Anderson, S.C.	22,337	234
Terre Haute	22,321	235
Corpus Christi	22,312	236
Spokane	22,235	237
Knoxville	22,187	238
Jamestown–Dunkirk	22,170	239
Mobile	22,160	240
Asheville	22,140	241
Springfield, Mo.	22,125	242
Greenville–Spartanburg	22,112	243
Albuquerque	22,106	244
Altoona	22,081	245
Jackson, Tenn.	22,029	246
San Angelo	22,029	246
Montgomery	21,974	248
Great Falls	21,945	249
Daytona Beach	21,927	250
Lakeland–Winter Haven	21,925	251
Tulsa	21,879	252
Charleston, S.C.	21,872	253
Johnson City–Kingsport–Bristol	21,762	254
State College	21,721	255
Lawrence, Kans.	21,654	256
Eugene–Springfield	21,649	257
Greeley	21,615	258
Oklahoma City	21,469	259
Birmingham	21,419	260
Parkersburg–Marietta	21,358	261
Wilmington, N.C.	21,357	262
Decatur, Ala.	21,356	263
Tucson	21,335	264
Rapid City	21,287	265
Redding	21,206	266
Provo–Orem	21,197	267
Bloomington, Ind.	21,172	268
Merced	21,169	269
Yuba City	21,159	270
Cumberland	21,130	271
Lubbock	21,118	272
Sioux City	21,079	273
Wheeling	21,028	274
Owensboro	21,018	275
Fayetteville, N.C.	20,916	276
Yakima	20,862	277
Shreveport	20,859	278
Salem, Ore.	20,750	279
Athens	20,739	280
Medford	20,717	281
Gainesville	20,693	282
Wichita Falls	20,621	283
Columbus, Ga.	20,564	284
Fayetteville–Springdale	20,535	285
Biloxi–Gulfport	20,533	286
Florence, Ala.	20,386	287
Clarksville–Hopkinsville	20,213	288
Abilene	20,195	289
Killeen–Temple	20,126	290
Enid	19,943	291
Texarkana	19,918	292
Pueblo	19,850	293
Visalia–Tulare–Porterville	19,809	294
Waco	19,754	295
El Paso	19,746	296
Bryan–College Station	19,671	297
Joplin	19,453	298
Dothan	19,300	299
Chico	19,163	300
Johnstown	19,151	301
Cheyenne	19,045	302
Lawton	18,989	303
Fort Smith	18,975	304
Anniston	18,951	305
Pine Bluff	18,799	306
Huntington–Ashland	18,771	307
Panama City	18,640	308
Florence, S.C.	18,633	309
Ocala	18,604	310
Tuscaloosa	18,426	311
Monroe	18,011	312
Yuma	17,789	313
Alexandria, La.	17,778	314
Gadsden	17,425	315
Las Cruces	17,042	316
Jacksonville, N.C.	16,574	317
Brownsville–Harlingen	16,194	318
Laredo	14,909	319
McAllen–Edinburg–Mission	14,907	320
Median Above Areas	**28,049**	
U.S. Median	**25,976**	

Households with EBIs of $50,000 and Above

Area	(Thous.)	Rank
Los Angeles–Long Beach	871.9	1
New York	733.3	2
Washington	575.0	3
Chicago	572.2	4
Boston–Lawrence–Salem–Lowell–Brockton	452.1	5
Philadelphia	451.5	6
Nassau–Suffolk	395.2	7
Detroit	344.6	8
Anaheim–Santa Ana	283.2	9
Atlanta	261.8	10
Oakland	250.6	11
Newark	249.5	12
San Diego	229.3	13
Houston	227.1	14
San Francisco	226.6	15
Baltimore	226.4	16
Minneapolis–St. Paul	223.2	17
Seattle	221.7	18
San Jose	210.0	19
Dallas	206.5	20
St. Louis	193.9	21
Bergen–Passaic	192.7	22
Riverside–San Bernardino	178.6	23
Middlesex–Somerset–Hunterdon	153.1	24
Phoenix	150.2	25
Denver	145.5	26
Miami–Hialeah	142.7	27
Tampa–St. Petersburg–Clearwater	141.0	28
Cleveland	134.3	29
Hartford–New Britain–Middletown–Bristol	131.4	30
Bridgeport–Stamford–Norwalk–Danbury	127.8	31
Sacramento	126.0	32
Kansas City	125.9	33
Monmouth–Ocean	124.5	34
Fort Lauderdale–Hollywood–Pompano Beach	123.5	35
Pittsburgh	121.1	36
Milwaukee	113.8	37
Cincinnati	97.7	38
West Palm Beach–Boca Raton–Delray Beach	93.5	39
Norfolk–Virginia Beach–Newport News	93.2	40
Fort Worth–Arlington	92.9	41
New Haven–Waterbury–Meriden	89.7	42
Portland, Ore.	89.4	43
Honolulu	80.1	44
Rochester, N.Y.	78.9	45
Indianapolis	78.3	46
Orlando	77.7	47
Richmond–Petersburg	76.9	48
Oxnard–Ventura	76.0	49
Columbus, Ohio	75.4	50
Total Top 50	**10,737.4**	
Nashville	70.6	51
Providence–Pawtucket–Woonsocket	67.7	52
Jacksonville, Fla.	67.4	53
Charlotte–Gastonia–Rock Hill	64.7	54
New Orleans	64.6	55
Albany–Schenectady–Troy	62.9	56
Worcester–Fitchburg–Leominster	62.3	57
San Antonio	61.8	58
Greensboro–Winston-Salem–High Point	58.6	59
Dayton–Springfield	57.8	60
Raleigh–Durham	56.8	61
Lake County, Ill.	56.6	62
Buffalo	56.2	63
Memphis	54.2	64
Wilmington, Del.	51.6	65
Austin	51.1	66
Louisville	50.4	67
Salt Lake City–Ogden	49.3	68
Las Vegas	48.0	69
Allentown–Bethlehem–Easton	47.7	70
Trenton	45.4	71
Grand Rapids	45.3	72
Omaha	44.3	73
Manchester–Nashua	44.1	74
Fresno	42.8	75
Syracuse	42.5	76
Birmingham	42.4	77
Springfield, Mass.	42.4	77
Harrisburg–Lebanon–Carlisle	42.0	79
Santa Rosa–Petaluma	39.1	80
Jersey City	38.9	81
Oklahoma City	38.8	82
Portsmouth–Dover–Rochester	38.0	83
Toledo	36.8	84
Akron	35.4	85
Bakersfield	35.0	86
Wichita	33.8	87
Vallejo–Fairfield–Napa	33.4	88
Knoxville	33.2	89
Santa Barbara–Santa Maria–Lompoc	32.4	90
New Bedford–Fall River–Attleboro	31.9	91
Scranton–Wilkes-Barre	31.3	92
Tulsa	30.4	93
Tucson	29.7	94
Joliet	29.3	95
Stockton	28.8	96
Little Rock–North Little Rock	28.6	97
Aurora–Elgin	28.1	98
Gary–Hammond	28.0	99
Lansing–East Lansing	28.0	99
Total Top 100	**12,977.8**	
Peoria	28.0	99
Melbourne–Titusville–Palm Bay	27.5	102
Baton Rouge	27.2	103
Salinas–Seaside–Monterey	27.0	104
Columbia, S.C.	26.9	105
Lancaster	26.1	106
Madison	26.1	106
Youngstown–Warren	26.1	106
Anchorage	25.6	109
Poughkeepsie	25.5	110
Tacoma	24.9	111
Albuquerque	24.4	112
Greenville–Spartanburg	23.9	113
Reno	23.9	113
York	23.7	115
Fort Myers–Cape Coral	23.5	116
Beaumont–Port Arthur	23.3	117
Davenport–Rock Island–Moline	23.1	118
Mobile	22.9	119
Santa Cruz	22.9	119
New London–Norwich	22.8	121
Saginaw–Bay City–Midland	21.8	122
Daytona Beach	21.7	123
Des Moines	21.7	123
Huntsville	21.6	125
Atlantic City	21.4	126
Orange County, N.Y.	21.4	126
Pensacola	21.4	126
Augusta	21.3	129
Jackson, Miss.	21.3	129
Ann Arbor	20.8	131
Chattanooga	20.7	132
Colorado Springs	20.5	133
Reading	20.3	134
Sarasota	20.1	135
Johnson City–Kingsport–Bristol	19.6	136
Macon–Warner Robins	19.6	136
Fort Wayne	19.5	138
Flint	19.3	139
Lexington-Fayette	19.3	139
Portland, Me.	19.3	139
El Paso	19.2	142
Modesto	19.0	143
Charleston, S.C.	18.5	144
Lakeland–Winter Haven	18.5	144
Binghamton	18.4	146
Rockford	17.7	147
Kalamazoo	16.9	148
Erie	16.2	149
Appleton–Oshkosh–Neenah	16.1	150
Total Top 150	**14,076.2**	
Canton	16.1	150
Spokane	16.1	150
Lorain–Elyria	15.9	153
Savannah	15.5	154
Boulder–Longmont	15.3	155
Tallahassee	15.3	155
Brazoria	15.2	157
Lincoln	15.2	157
Galveston–Texas City	15.1	159
Shreveport	15.0	160
Vancouver	14.9	161
Corpus Christi	14.5	162
Evansville	14.5	162
Fort Pierce	14.3	164
Montgomery	14.0	165
Richland–Kennewick–Pasco	13.8	166
Roanoke	13.7	167
Hamilton–Middletown	13.5	168
Utica–Rome	13.2	169
Kenosha	12.3	170
Bradenton	12.1	171
Boise	12.0	172
Gainesville	11.7	173
Topeka	11.7	173
South Bend–Mishawaka	11.6	175
Bremerton	11.5	176
Burlington, Vt.	11.5	176
Duluth	11.3	178
Amarillo	10.9	179
Springfield, Mo.	10.9	179
Battle Creek	10.6	181
Charleston, W.Va.	10.5	182
Visalia–Tulare–Porterville	10.5	182
Olympia	10.3	184
Racine	10.3	184
Eugene–Springfield	10.2	186
Lafayette, La.	10.2	186
Naples	10.1	188
Pittsfield	10.1	188
Columbus, Ga.	9.7	190
Fort Walton Beach	9.6	191
Hickory–Morganton	9.6	191
Niagara Falls	9.4	193
Vineland–Millville–Bridgeton	9.4	193
Fort Collins–Loveland	9.2	195
Lynchburg	9.2	195
Springfield, Ill.	9.2	195
Lubbock	9.1	198
Cedar Rapids	9.0	199
Champaign–Urbana–Rantoul	9.0	199
Total Top 200	**14,680.0**	
Huntington–Ashland	9.0	199
Santa Fe	9.0	199
Bloomington–Normal	8.9	203
Tyler	8.9	203
Charlottesville	8.8	205
Rochester, Minn.	8.8	205
Midland, Tex.	8.7	207
Waterloo–Cedar Falls	8.7	207
Killeen–Temple	8.6	209
Decatur, Ill.	8.5	210
Biloxi–Gulfport	8.4	211
Green Bay	8.2	212
Salem, Ore.	8.2	212
Fayetteville, N.C.	7.9	214
Jackson, Mich.	7.9	214
Longview–Marshall	7.9	214
Asheville	7.8	217
Houma–Thibodaux	7.7	218
Beaver County, Pa.	7.6	219
Janesville–Beloit	7.6	219
Waco	7.6	219
Muskegon	7.5	222
Yakima	7.5	222
Benton Harbor	7.4	224
Columbia, Mo.	7.4	224
Chico	7.3	226
Ocala	7.3	226
Kokomo	7.2	228
Odessa	7.2	228
Lima	7.1	230
McAllen–Edinburg–Mission	7.1	230
Bangor	7.0	232
Athens	6.9	233
Lake Charles	6.9	233
St. Cloud	6.9	233
Merced	6.8	236
Elkhart–Goshen	6.6	237
Hagerstown	6.6	237
Sioux Falls	6.5	239
Bryan–College Station	6.4	240
Redding	6.4	240
Anderson, Ind.	6.3	242
Lafayette–West Lafayette	6.3	242
Sheboygan	6.3	242
Fort Smith	6.1	245
Yuba City	6.0	246
Fargo–Moorhead	5.9	247
Provo–Orem	5.9	247
Bellingham	5.8	249
Brownsville–Harlingen	5.8	249
Total Top 250	**15,049.1**	
Terre Haute	5.7	251
Johnstown	5.5	252
Mansfield	5.5	252
Sharon	5.5	252
Albany, Ga.	5.4	255
Eau Claire	5.4	255
Glens Falls	5.4	255
Jamestown–Dunkirk	5.4	255
Bloomington, Ind.	5.3	259
Pascagoula	5.3	259
Steubenville–Weirton	5.3	259
Clarksville–Hopkinsville	5.2	262
Danville, Va.	5.2	262
Lewiston–Auburn	5.2	262
San Angelo	5.1	265
Wheeling	5.1	265
Sherman–Denison	5.0	267
Williamsport	5.0	267
Anderson, S.C.	4.9	269
Greeley	4.9	269
Wichita Falls	4.9	269
Wilmington, N.C.	4.9	269
Fayetteville–Springdale	4.8	273
Florence, Ala.	4.8	273
Iowa City	4.8	273
Billings	4.7	276
Joplin	4.7	276
Medford	4.7	276
Muncie	4.7	276
State College	4.7	276
Tuscaloosa	4.7	276
La Crosse	4.6	282
Parkersburg–Marietta	4.6	282
Pueblo	4.6	282
Abilene	4.5	285
Kankakee	4.5	285
Monroe	4.5	285
Altoona	4.4	288
Panama City	4.4	288
Burlington, N.C.	4.3	290
Las Cruces	4.3	290
Texarkana	4.3	290
Wausau	4.3	290
Alexandria, La.	4.2	294
St. Joseph	4.2	294
Cumberland	4.0	296
Dothan	4.0	296
Grand Forks	3.9	298
Jackson, Tenn.	3.9	298
Lawrence, Kans.	3.9	298
Elmira	3.8	301
Sioux City	3.8	301
Rapid City	3.7	303
Decatur, Ala.	3.5	304
Pine Bluff	3.4	305
Bismarck	3.3	306
Victoria	3.3	306
Anniston	3.2	308
Florence, S.C.	3.1	309
Owensboro	3.0	310
Great Falls	2.9	311
Lawton	2.9	311
Dubuque	2.8	313
Gadsden	2.7	314
Casper	2.6	315
Laredo	2.5	316
Yuma	2.2	317
Cheyenne	2.0	318
Enid	1.8	319
Jacksonville, N.C.	1.8	319
Total Above Areas	**15,346.5**	
Percent of U.S.	**88.4922**	
U.S. Total	**17,342.2**	

Buying Power Index (BPI)

Area	BPI	Rank
Los Angeles–Long Beach	3.8702	1
New York	3.5355	2
Chicago	2.7031	3
Philadelphia	2.1421	4
Washington	1.9717	5
Boston–Lawrence–Salem–Lowell–Brockton	1.8768	6
Detroit	1.8386	7
Nassau–Suffolk	1.4458	8
Houston	1.3021	9
Atlanta	1.2562	10
Anaheim–Santa Ana	1.1500	11
Dallas	1.1368	12
Minneapolis–St. Paul	1.1099	13
San Diego	1.1084	14
St. Louis	1.0262	15
Baltimore	1.0102	16
Oakland	.9676	17
Riverside–San Bernardino	.9587	18
Seattle	.9135	19
Newark	.9048	20
San Francisco	.8742	21
Phoenix	.8736	22
Tampa–St. Petersburg–Clearwater	.8686	23
Pittsburgh	.8108	24
Miami–Hialeah	.7637	25
Cleveland	.7464	26
San Jose	.7270	27
Denver	.7234	28
Bergen–Passaic	.7117	29
Kansas City	.6800	30
Sacramento	.6271	31
Milwaukee	.6127	32
Cincinnati	.5962	33
Fort Lauderdale–Hollywood–Pompano Beach	.5937	34
Hartford–New Britain–Middletown–Bristol	.5513	35
Fort Worth–Arlington	.5511	36
Columbus, Ohio	.5504	37
Norfolk–Virginia Beach–Newport News	.5483	38
Indianapolis	.5299	39
Middlesex–Somerset–Hunterdon	.5230	40
Portland, Ore.	.5203	41
Monmouth–Ocean	.5017	42
New Orleans	.4827	43
Bridgeport–Stamford–Norwalk–Danbury	.4802	44
San Antonio	.4729	45
Orlando	.4663	46
Charlotte–Gastonia–Rock Hill	.4560	47
West Palm Beach–Boca Raton–Delray Beach	.4329	48
Rochester, N.Y.	.4273	49
Nashville	.4152	50
Total Top 50	**50.3468**	
Greensboro–Winston-Salem–High Point	.3858	51
New Haven–Waterbury–Meriden	.3824	52
Honolulu	.3821	53
Providence–Pawtucket–Woonsocket	.3806	54
Dayton–Springfield	.3785	55
Jacksonville, Fla.	.3781	56
Buffalo	.3774	57
Louisville	.3752	58
Albany–Schenectady–Troy	.3748	59
Richmond–Petersburg	.3739	60
Salt Lake City–Ogden	.3720	61
Oklahoma City	.3662	62
Memphis	.3648	63
Birmingham	.3465	64
Raleigh–Durham	.3171	65
Austin	.3131	66
Worcester–Fitchburg–Leominster	.3108	67
Oxnard–Ventura	.3045	68
Allentown–Bethlehem–Easton	.2888	69
Grand Rapids	.2859	70
Scranton–Wilkes-Barre	.2813	71
Las Vegas	.2746	72
Tulsa	.2737	73
Syracuse	.2668	74
Harrisburg–Lebanon–Carlisle	.2624	75
Omaha	.2606	76
Wilmington, Del.	.2562	77
Lake County, Ill.	.2504	78
Akron	.2491	79
Springfield, Mass.	.2484	80
Toledo	.2453	81
Fresno	.2441	82
Tucson	.2366	83
Knoxville	.2359	84
Greenville–Spartanburg	.2319	85
Gary–Hammond	.2156	86
New Bedford–Fall River–Attleboro	.2093	87
Tacoma	.2061	88
Little Rock–North Little Rock	.2056	89
Jersey City	.2026	90
Bakersfield	.1986	91
Baton Rouge	.1985	92
Albuquerque	.1940	93
Wichita	.1932	94
Youngstown–Warren	.1900	95
El Paso	.1834	96
Columbia, S.C.	.1819	97
Manchester–Nashua	.1787	98
Charleston, S.C.	.1782	99
Lansing–East Lansing	.1779	100
Total Top 100	**64.1362**	
Portsmouth–Dover–Rochester	.1765	101
Santa Rosa–Petaluma	.1763	102
Lancaster	.1751	103
Mobile	.1733	104
Stockton	.1728	105
Des Moines	.1712	106
York	.1709	107
Vallejo–Fairfield–Napa	.1703	108
Trenton	.1687	109
Flint	.1678	110
Melbourne–Titusville–Palm Bay	.1621	111
Madison	.1616	112
Chattanooga	.1595	113
Saginaw–Bay City–Midland	.1555	114
Aurora–Elgin	.1547	115
Santa Barbara–Santa Maria–Lompoc	.1539	116
Johnson City–Kingsport–Bristol	.1524	117
Colorado Springs	.1513	118
Jackson, Miss.	.1507	119
Fort Myers–Cape Coral	.1490	120
Davenport–Rock Island–Moline	.1486	121
Augusta	.1483	122
Fort Wayne	.1481	123
Joliet	.1473	124
Peoria	.1464	125
Daytona Beach	.1452	126
Lakeland–Winter Haven	.1449	127
Canton	.1445	128
Lexington-Fayette	.1442	129
Atlantic City	.1441	130
Salinas–Seaside–Monterey	.1398	131
Beaumont–Port Arthur	.1391	132
Spokane	.1387	133
Reading	.1383	134
Modesto	.1324	135
Pensacola	.1303	136
Shreveport	.1294	137
Sarasota	.1286	138
Portland, Me.	.1277	139
Appleton–Oshkosh–Neenah	.1269	140
Orange County, N.Y.	.1254	141
Ann Arbor	.1211	142
Corpus Christi	.1204	143
Poughkeepsie	.1195	144
Rockford	.1170	145
New London–Norwich	.1157	146
Reno	.1145	147
Utica–Rome	.1143	148
Anchorage	.1129	149
Montgomery	.1119	150
Total Top 150	**71.3753**	
Macon–Warner Robins	.1114	151
Binghamton	.1088	152
Evansville	.1084	153
Santa Cruz	.1071	154
Erie	.1064	155
Huntsville	.1064	155
Huntington–Ashland	.1058	157
Eugene–Springfield	.1028	158
Lorain–Elyria	.1007	159
Charleston, W.Va.	.0993	160
Fort Pierce	.0990	161
Hamilton–Middletown	.0990	161
Roanoke	.0988	163
South Bend–Mishawaka	.0969	164
Springfield, Mo.	.0965	165
McAllen–Edinburg–Mission	.0961	166
Savannah	.0947	167
Boulder–Longmont	.0946	168
Kalamazoo	.0945	169
Salem, Ore.	.0930	170
Visalia–Tulare–Porterville	.0930	170
Duluth	.0914	172
Lincoln	.0908	173
Fayetteville, N.C.	.0903	174
Tallahassee	.0891	175
Columbus, Ga.	.0878	176
Lubbock	.0872	177
Hickory–Morganton	.0871	178
St. Cloud	.0841	179
Galveston–Texas City	.0837	180
Amarillo	.0836	181
Vancouver	.0821	182
Killeen–Temple	.0813	183
Boise	.0808	184
Niagara Falls	.0807	185
Green Bay	.0795	186
Bradenton	.0787	187
Springfield, Ill.	.0787	187
Gainesville	.0775	189
Johnstown	.0773	190
Lafayette, La.	.0770	191
Cedar Rapids	.0736	192
Topeka	.0714	193
Brazoria	.0711	194
Racine	.0710	195
Fort Collins–Loveland	.0705	196
Brownsville–Harlingen	.0700	197
Biloxi–Gulfport	.0696	198
Champaign–Urbana–Rantoul	.0692	199
Ocala	.0692	199
Total Top 200	**75.7928**	
Waco	.0675	201
Asheville	.0674	202
Bremerton	.0673	203
Provo–Orem	.0661	204
Fort Smith	.0650	205
Naples	.0646	206
Beaver County, Pa.	.0636	207
Longview–Marshall	.0632	208
Yakima	.0631	209
Chico	.0628	210
Burlington, Vt.	.0625	211
Pittsfield	.0623	212
Benton Harbor	.0618	213
Houma–Thibodaux	.0616	214
Fargo–Moorhead	.0613	215
Olympia	.0613	215
Tyler	.0610	217
Lima	.0605	218
Fort Walton Beach	.0602	219
Richland–Kennewick–Pasco	.0602	219
Lake Charles	.0600	221
Elkhart–Goshen	.0596	222
Terre Haute	.0593	223
Waterloo–Cedar Falls	.0590	224
Bangor	.0589	225
Wheeling	.0586	226
Battle Creek	.0581	227
Medford	.0577	228
Muskegon	.0570	229
Sioux Falls	.0568	230
Janesville–Beloit	.0565	231
Vineland–Millville–Bridgeton	.0562	232
Parkersburg–Marietta	.0560	233
Charlottesville	.0556	234
Lynchburg	.0556	234
Clarksville–Hopkinsville	.0553	236
Jackson, Mich.	.0549	237
Merced	.0544	238
Bloomington–Normal	.0538	239
Redding	.0538	239
Athens	.0527	241
Eau Claire	.0519	242
Anderson, S.C.	.0516	243
Monroe	.0512	244
Decatur, Ill.	.0511	245
Tuscaloosa	.0504	246
Kenosha	.0501	247
Jamestown–Dunkirk	.0500	248
Altoona	.0496	249
Mansfield	.0496	249
Total Top 250	**78.7014**	
Lafayette–West Lafayette	.0495	251
Steubenville–Weirton	.0491	252
Joplin	.0487	253
Rochester, Minn.	.0485	254
Panama City	.0483	255
Wilmington, N.C.	.0481	256
Dothan	.0477	257
Glens Falls	.0475	258
Odessa	.0475	258
Anderson, Ind.	.0472	260
Bellingham	.0471	261
Santa Fe	.0470	262
Florence, Ala.	.0468	263
Billings	.0466	264
Wichita Falls	.0463	265
Alexandria, La.	.0462	266
Midland, Tex.	.0460	267
Williamsport	.0457	268
Columbia, Mo.	.0455	269
Hagerstown	.0445	270
Fayetteville–Springdale	.0440	271
Greeley	.0437	272
Abilene	.0435	273
Bryan–College Station	.0431	274
Sioux City	.0431	274
Sharon	.0430	276
Texarkana	.0430	276
Pueblo	.0427	278
Wausau	.0426	279
Burlington, N.C.	.0425	280
Muncie	.0421	281
State College	.0420	282
Kokomo	.0416	283
Albany, Ga.	.0414	284
Florence, S.C.	.0413	285
Lewiston–Auburn	.0413	285
Sheboygan	.0411	287
Yuba City	.0409	288
Pascagoula	.0408	289
Anniston	.0404	290
La Crosse	.0400	291
Jacksonville, N.C.	.0398	292
Danville, Va.	.0390	293
Bloomington, Ind.	.0386	294
Sherman–Denison	.0384	295
Las Cruces	.0381	296
Lawton	.0378	297
Decatur, Ala.	.0374	298
Kankakee	.0364	299
San Angelo	.0363	300
Iowa City	.0354	301
Rapid City	.0354	301
Cumberland	.0351	303
Elmira	.0351	303
Laredo	.0344	305
Bismarck	.0337	306
Gadsden	.0337	306
Dubuque	.0335	308
St. Joseph	.0320	309
Owensboro	.0319	310
Yuma	.0309	311
Jackson, Tenn.	.0304	312
Grand Forks	.0303	313
Great Falls	.0290	314
Pine Bluff	.0289	315
Lawrence, Kans.	.0279	316
Cheyenne	.0274	317
Victoria	.0272	318
Casper	.0247	319
Enid	.0210	320
Total Above Areas	**81.4890**	
Percent of U.S.	**81.4890**	
U.S. Total	**100.0000**	

Total Retail Sales

Area	($000)	Rank
Los Angeles–Long Beach	63,656,604	1
New York	48,121,117	2
Chicago	45,021,951	3
Philadelphia	35,816,878	4
Boston–Lawrence–Salem–Lowell–Brockton	32,596,223	5
Detroit	31,931,305	6
Washington	31,376,074	7
Nassau–Suffolk	26,160,167	8
Atlanta	23,109,814	9
Dallas	22,446,720	10
Houston	22,089,830	11
Anaheim–Santa Ana	21,124,147	12
Minneapolis–St. Paul	19,998,198	13
San Diego	18,779,195	14
St. Louis	17,226,344	15
Baltimore	16,905,854	16
Riverside–San Bernardino	16,054,919	17
Tampa–St. Petersburg–Clearwater	15,835,563	18
Seattle	15,834,772	19
Phoenix	15,645,226	20
Oakland	15,325,582	21
San Francisco	14,350,759	22
Miami–Hialeah	13,459,450	23
Pittsburgh	13,090,029	24
Newark	12,871,622	25
Bergen–Passaic	12,166,208	26
Denver	12,068,878	27
Cleveland	12,037,366	28
Kansas City	11,823,232	29
San Jose	11,668,636	30
Sacramento	10,824,615	31
Fort Lauderdale–Hollywood–Pompano Beach	10,563,533	32
Cincinnati	10,538,674	33
Fort Worth–Arlington	10,533,811	34
Indianapolis	10,530,491	35
Milwaukee	10,484,091	36
Columbus, Ohio	10,321,041	37
Norfolk–Virginia Beach–Newport News	9,878,955	38
Hartford–New Britain–Middletown–Bristol	9,807,156	39
Orlando	9,789,105	40
Portland, Ore.	9,768,019	41
New Orleans	9,055,616	42
San Antonio	8,804,923	43
Monmouth–Ocean	8,505,975	44
Charlotte–Gastonia–Rock Hill	8,435,589	45
Bridgeport–Stamford–Norwalk–Danbury	8,405,836	46
Middlesex–Somerset–Hunterdon	8,273,158	47
Nashville	7,787,364	48
West Palm Beach–Boca Raton–Delray Beach	7,700,939	49
Rochester, N.Y.	7,504,868	50
Total Top 50	**856,106,422**	
Honolulu	7,290,797	51
Oklahoma City	7,178,036	52
Albany–Schenectady–Troy	7,037,744	53
Greensboro–Winston-Salem–High Point	7,017,630	54
Jacksonville, Fla.	6,920,526	55
Louisville	6,876,449	56
Richmond–Petersburg	6,755,285	57
New Haven–Waterbury–Meriden	6,754,452	58
Salt Lake City–Ogden	6,719,424	59
Providence–Pawtucket–Woonsocket	6,650,886	60
Memphis	6,593,734	6
Dayton–Springfield	6,572,449	62
Birmingham	6,567,332	63
Buffalo	6,463,339	64
Raleigh–Durham	6,161,720	65
Austin	5,978,684	66
Worcester–Fitchburg–Leominster	5,606,887	67
Grand Rapids	5,453,457	68
Scranton–Wilkes-Barre	5,275,087	69
Oxnard–Ventura	5,261,173	70
Allentown–Bethlehem–Easton	5,140,458	71
Tulsa	5,107,187	72
Harrisburg–Lebanon–Carlisle	5,041,066	73
Las Vegas	4,900,188	74
Syracuse	4,764,694	75
Omaha	4,579,452	76
Wilmington, Del.	4,572,419	77
Knoxville	4,465,861	78
Springfield, Mass.	4,456,958	79
Lake County, Ill.	4,423,284	80
Greenville–Spartanburg	4,414,110	81
Toledo	4,336,940	82
Akron	4,188,683	83
New Bedford–Fall River–Attleboro	4,096,757	84
Fresno	4,070,575	85
Tucson	4,037,977	86
Little Rock–North Little Rock	3,944,461	87
Albuquerque	3,828,360	88
Baton Rouge	3,791,385	89
Tacoma	3,736,210	90
Portsmouth–Dover–Rochester	3,670,401	91
Manchester–Nashua	3,545,093	92
Gary–Hammond	3,482,395	93
El Paso	3,421,086	94
Lancaster	3,337,217	95
Des Moines	3,327,033	96
Charleston, S.C.	3,302,561	97
Flint	3,300,607	98
Columbia, S.C.	3,279,425	99
Youngstown–Warren	3,279,321	100
Total Top 100	**1,107,083,677**	
Lansing–East Lansing	3,262,250	101
Wichita	3,251,143	102
York	3,170,100	103
Bakersfield	3,131,558	104
Portland, Me.	3,120,320	105
Madison	3,083,854	106
Mobile	3,046,938	107
Santa Rosa–Petaluma	3,028,752	108
Atlantic City	3,027,926	109
Fort Myers–Cape Coral	3,019,279	110
Lexington-Fayette	2,899,787	111
Jackson, Miss.	2,878,673	112
Fort Wayne	2,869,537	113
Jersey City	2,846,316	114
Stockton	2,833,731	115
Chattanooga	2,797,506	116
Saginaw–Bay City–Midland	2,794,485	117
Melbourne–Titusville–Palm Bay	2,777,242	118
Colorado Springs	2,770,628	119
Spokane	2,742,048	120
Sarasota	2,693,586	121
Aurora–Elgin	2,669,811	122
Daytona Beach	2,661,267	123
Trenton	2,626,152	124
Augusta	2,602,347	125
Vallejo–Fairfield–Napa	2,586,236	126
Santa Barbara–Santa Maria–Lompoc	2,535,392	127
Reading	2,508,672	128
Davenport–Rock Island–Moline	2,473,393	129
Shreveport	2,467,968	130
Lakeland–Winter Haven	2,462,581	131
Orange County, N.Y.	2,429,061	132
Canton	2,404,728	133
Modesto	2,387,677	134
Beaumont–Port Arthur	2,382,585	135
Johnson City–Kingsport–Bristol	2,378,368	136
Peoria	2,352,146	137
St. Cloud	2,330,630	138
Appleton–Oshkosh–Neenah	2,329,010	139
Anchorage	2,306,866	140
Ann Arbor	2,291,052	141
Salinas–Seaside–Monterey	2,173,673	142
Poughkeepsie	2,152,445	143
Pensacola	2,138,064	144
New London–Norwich	2,128,680	145
Corpus Christi	2,115,255	146
Joliet	2,093,219	147
Montgomery	2,088,185	148
Reno	2,057,009	149
Springfield, Mo.	2,039,980	150
Total Top 150	**1,237,301,788**	
Eugene–Springfield	2,039,756	151
Roanoke	2,032,328	152
Rockford	2,020,499	153
Utica–Rome	2,005,112	154
Fort Pierce	1,974,794	155
Macon–Warner Robins	1,947,092	156
Binghamton	1,929,513	157
Huntsville	1,906,669	158
South Bend–Mishawaka	1,905,950	159
Evansville	1,890,795	160
Charleston, W.Va.	1,890,439	161
Lubbock	1,870,504	162
Santa Cruz	1,868,318	163
Bould[illegible]mont	1,860,832	164
H[illegible]nd	1,848,066	165
A[illegible]	1,750,803	166
[illegible]	1,743,543	167
[illegible]	1,703,857	168
[illegible]	1,694,150	169
A[illegible]burg–Mission	1,692,552	170
Kalamazoo	1,665,749	171
Fayetteville, N.C.	1,648,907	172
Green Bay	1,632,102	173
Tallahassee	1,601,736	174
Hickory–Morganton	1,581,297	175
Duluth	1,553,325	176
Hamilton–Middletown	1,549,704	177
Lorain–Elyria	1,548,537	178
Lincoln	1,529,543	179
Columbus, Ga.	1,528,417	180
Terre Haute	1,510,707	181
Lafayette, La.	1,462,811	182
Visalia–Tulare–Porterville	1,450,875	183
Springfield, Ill.	1,440,907	184
Cedar Rapids	1,395,696	185
Gainesville	1,393,769	186
Bradenton	1,387,724	187
Niagara Falls	1,371,733	188
Galveston–Texas City	1,370,148	189
Boise	1,363,083	190
Naples	1,316,735	191
Ocala	1,310,275	192
Champaign–Urbana–Rantoul	1,307,003	193
Medford	1,305,607	194
Fort Collins–Loveland	1,301,768	195
Bangor	1,300,067	196
Killeen–Temple	1,292,064	197
Racine	1,276,552	198
Fargo–Moorhead	1,274,516	199
Waco	1,274,011	200
Total Top 200	**1,317,822,728**	
Topeka	1,262,490	201
Burlington, Vt.	1,256,207	202
Fort Smith	1,247,731	203
Johnstown	1,233,665	204
Asheville	1,228,526	205
Longview–Marshall	1,228,301	206
Brownsville–Harlingen	1,214,717	207
Vancouver	1,196,030	208
Tyler	1,191,934	209
Elkhart–Goshen	1,188,438	210
Pittsfield	1,180,932	211
Biloxi–Gulfport	1,167,244	212
Sioux Falls	1,158,115	213
Lima	1,153,689	214
Monroe	1,132,761	215
Benton Harbor	1,092,313	216
Lake Charles	1,079,572	217
Parkersburg–Marietta	1,077,105	218
Fort Walton Beach	1,068,732	219
Charlottesville	1,063,350	220
Houma–Thibodaux	1,049,353	221
Redding	1,038,182	222
Yakima	1,036,993	223
Wilmington, N.C.	1,035,655	224
Janesville–Beloit	1,035,581	225
Chico	1,035,043	226
Panama City	1,033,924	227
Glens Falls	1,028,397	228
Olympia	1,024,877	229
Battle Creek	1,023,525	230
Vineland–Millville–Bridgeton	1,010,897	231
Clarksville–Hopkinsville	1,005,869	232
Provo–Orem	1,000,293	233
Brazoria	997,397	234
Bremerton	995,687	235
Eau Claire	990,782	236
Tuscaloosa	990,631	237
Dothan	985,616	238
Rochester, Minn.	980,754	239
Wheeling	978,592	240
Billings	976,472	241
Bloomington–Normal	971,389	242
Altoona	971,230	243
Joplin	968,818	244
Waterloo–Cedar Falls	962,819	245
Muskegon	954,792	246
Lafayette–West Lafayette	951,071	247
Anderson, S.C.	950,591	248
Lynchburg	941,301	249
Fayetteville–Springdale	936,359	250
Total Top 250	**1,371,107,470**	
Alexandria, La.	935,673	251
Mansfield	931,518	252
Richland–Kennewick–Pasco	927,618	253
Jackson, Mich.	923,854	254
Bellingham	922,923	255
Athens	914,035	256
Wichita Falls	885,133	257
Williamsport	884,857	258
Beaver County, Pa.	881,204	259
Burlington, N.C.	880,949	260
Florence, S.C.	879,609	261
Columbia, Mo.	870,058	262
Decatur, Ill.	853,212	263
Texarkana	848,732	264
Sioux City	831,037	265
Santa Fe	827,269	266
Jamestown–Dunkirk	816,652	267
Florence, Ala.	813,956	268
Odessa	813,335	269
Abilene	808,795	270
La Crosse	798,418	271
State College	798,301	272
Rapid City	796,824	273
Hagerstown	796,574	274
Lewiston–Auburn	791,206	275
Kokomo	786,189	276
Wausau	785,007	277
Anderson, Ind.	780,001	278
Merced	776,981	279
Albany, Ga.	761,263	280
Decatur, Ala.	751,126	281
Midland, Tex.	739,752	282
Pueblo	739,611	283
Sherman–Denison	728,485	284
Muncie	728,146	285
Anniston	719,367	286
Bryan–College Station	718,975	287
Laredo	716,974	288
Jacksonville, N.C.	711,197	289
Steubenville–Weirton	708,138	290
Bloomington, Ind.	693,235	291
Bismarck	686,585	292
Lawton	679,793	293
Kenosha	677,549	294
Dubuque	673,592	295
Elmira	668,794	296
Sheboygan	650,027	297
Iowa City	650,019	298
Danville, Va.	648,638	299
Sharon	647,077	300
Greeley	636,272	301
Grand Forks	633,101	302
Owensboro	622,154	303
Gadsden	616,540	304
Jackson, Tenn.	611,216	305
Yuba City	610,056	306
Kankakee	610,003	307
San Angelo	609,876	308
Cumberland	604,573	309
Yuma	603,646	310
Cheyenne	581,706	311
Las Cruces	573,916	312
St. Joseph	555,996	313
Great Falls	552,062	314
Pascagoula	544,381	315
Pine Bluff	527,787	316
Victoria	500,986	317
Lawrence, Kans.	461,760	318
Casper	455,624	319
Enid	392,670	320
Total Above Areas	**1,421,670,058**	
Percent of U.S.	**82.5551**	
U.S. Total	**1,722,085,523**	

Per-Household Retail Sales

Area	($)	Rank
St. Cloud	39,170	1
Portland, Me.	33,337	2
Terre Haute	30,397	3
Nassau–Suffolk	29,680	4
Portsmouth–Dover–Rochester	28,742	5
Manchester–Nashua	28,543	6
Bridgeport–Stamford–Norwalk–Danbury	28,113	7
Anchorage	27,827	8
Honolulu	26,648	9
Lake County, Ill.	25,762	10
Anaheim–Santa Ana	25,695	11
Bangor	25,642	12
Rochester, Minn.	25,408	13
Grand Forks	25,324	14
Rapid City	25,136	15
Bergen–Passaic	25,075	16
Glens Falls	24,961	17
Burlington, Vt.	24,728	18
Orange County, N.Y.	24,586	19
Orlando	24,412	20
Atlantic City	23,993	21
Dallas	23,718	22
Oxnard–Ventura	23,635	23
Poughkeepsie	23,498	24
Middlesex–Somerset–Hunterdon	23,344	25
Hartford–New Britain–Middletown–Bristol	23,284	26
Amarillo	23,159	27
New London–Norwich	23,138	28
Medford	23,067	29
Boston–Lawrence–Salem–Lowell–Brockton	23,054	30
Lubbock	22,979	31
Roanoke	22,784	32
Sioux Falls	22,708	33
San Jose	22,649	34
Raleigh–Durham	22,587	35
Monmouth–Ocean	22,538	36
New Haven–Waterbury–Meriden	22,537	37
Springfield, Mo.	22,368	38
Ann Arbor	22,308	39
Green Bay	22,266	40
Indianapolis	22,263	41
Grand Rapids	22,259	42
Fargo–Moorhead	22,204	43
New Bedford–Fall River–Attleboro	22,193	44
Sarasota	22,169	45
Washington	22,032	46
Worcester–Fitchburg–Leominster	22,031	47
Naples	21,982	48
Columbia, Mo.	21,971	49
Fayetteville–Springdale	21,929	50
Monroe	21,910	51
Wilmington, N.C.	21,895	52
Atlanta	21,837	53
Fort Myers–Cape Coral	21,816	54
Harrisburg–Lebanon–Carlisle	21,804	55
Lancaster	21,769	56
Minneapolis–St. Paul	21,768	57
Wilmington, Del.	21,742	58
Fort Worth–Arlington	21,737	59
La Crosse	21,696	60
Charlottesville	21,613	61
Richmond–Petersburg	21,603	62
Trenton	21,597	63
Albany–Schenectady–Troy	21,535	64
Lexington-Fayette	21,528	65
Boulder–Longmont	21,513	66
Madison	21,431	67
Bismarck	21,389	68
San Francisco	21,387	69
Pittsfield	21,355	70
Billings	21,274	71
Dubuque	21,249	72
Burlington, N.C.	21,228	73
Elkhart–Goshen	21,222	74
Fort Wayne	21,193	75
Lafayette–West Lafayette	21,182	76
Santa Cruz	20,992	77
Tyler	20,985	78
Laredo	20,964	79
Seattle	20,824	80
Bloomington–Normal	20,756	81
Lansing–East Lansing	20,752	82
Norfolk–Virginia Beach–Newport News	20,745	83
South Bend–Mishawaka	20,739	84
San Diego	20,712	85
Nashville	20,711	86
Kokomo	20,635	87
West Palm Beach–Boca Raton–Delray Beach	20,624	88
Flint	20,616	89
Des Moines	20,601	90
Aurora–Elgin	20,553	91
Austin	20,545	92
Little Rock–North Little Rock	20,544	93
Portland, Ore.	20,530	94
Champaign–Urbana–Rantoul	20,518	95
Vineland–Millville–Bridgeton	20,464	96
Cedar Rapids	20,435	97
Florence, S.C.	20,409	98
Rochester, N.Y.	20,245	99
Jackson, Tenn.	20,172	100
Springfield, Mass.	20,158	101
Huntsville	20,155	102
Jackson, Miss.	20,102	103
Santa Rosa–Petaluma	20,098	104
York	20,089	105
Kalamazoo	20,045	106
Baton Rouge	20,039	107
Lewiston–Auburn	20,031	108
Fort Pierce	20,008	109
Dothan	19,992	110
Panama City	19,960	111
Los Angeles–Long Beach	19,895	112
Syracuse	19,894	113
State College	19,809	114
Longview–Marshall	19,779	115
Appleton–Oshkosh–Neenah	19,754	116
Omaha	19,722	117
Racine	19,700	118
Lima	19,688	119
Albuquerque	19,683	120
Williamsport	19,663	121
Lafayette, La.	19,635	122
Janesville–Beloit	19,613	123
Binghamton	19,609	124
Columbus, Ohio	19,596	125
Detroit	19,593	126
Charlotte–Gastonia–Rock Hill	19,590	127
Providence–Pawtucket–Woonsocket	19,584	128
Elmira	19,498	129
Philadelphia	19,465	130
Kansas City	19,456	131
Bellingham	19,389	132
Reno	19,387	133
Chicago	19,378	134
Columbia, S.C.	19,370	135
San Antonio	19,369	136
Fort Lauderdale–Hollywood–Pompano Beach	19,354	137
Jacksonville, Fla.	19,353	138
Allentown–Bethlehem–Easton	19,347	139
Baltimore	19,328	140
Cheyenne	19,326	141
Oakland	19,319	142
Decatur, Ala.	19,309	143
Santa Barbara–Santa Maria–Lompoc	19,295	144
Sacramento	19,285	145
Milwaukee	19,269	146
Salt Lake City–Ogden	19,253	147
Eau Claire	19,238	148
Spokane	19,215	149
Alexandria, La.	19,174	150
Reading	19,165	151
Redding	19,155	152
Greensboro–Winston-Salem–High Point	19,137	153
Topeka	19,129	154
Victoria	19,122	155
Altoona	19,119	156
Modesto	19,101	157
Sherman–Denison	19,070	158
Fayetteville, N.C.	19,063	159
Battle Creek	19,060	160
El Paso	19,048	161
Cincinnati	19,040	162
Wichita Falls	19,035	163
Saginaw–Bay City–Midland	19,010	164
Oklahoma City	18,964	165
Santa Fe	18,931	166
Iowa City	18,896	167
Mansfield	18,895	168
Colorado Springs	18,873	169
Albany, Ga.	18,843	170
Louisville	18,834	171
Eugene–Springfield	18,782	172
Phoenix	18,780	173
St. Louis	18,755	174
Texarkana	18,695	175
Salinas–Seaside–Monterey	18,690	176
Wausau	18,646	177
Owensboro	18,627	178
Knoxville	18,600	179
Joplin	18,595	180
Rockford	18,571	181
Miami–Hialeah	18,529	182
Newark	18,526	183
Charleston, S.C.	18,522	184
New Orleans	18,522	184
Montgomery	18,512	186
Wichita	18,483	187
Riverside–San Bernardino	18,479	188
Savannah	18,460	189
Shreveport	18,445	190
Scranton–Wilkes-Barre	18,438	191
Hagerstown	18,397	192
Greenville–Spartanburg	18,392	193
Fort Walton Beach	18,363	194
Macon–Warner Robins	18,317	195
Houston	18,314	196
Hickory–Morganton	18,302	197
Bloomington, Ind.	18,291	198
Clarksville–Hopkinsville	18,289	199
Memphis	18,280	200
Toledo	18,268	201
Sioux City	18,265	202
Birmingham	18,207	203
Jacksonville, N.C.	18,189	204
Lincoln	18,144	205
Midland, Tex.	18,131	206
Las Vegas	18,082	207
Tallahassee	18,058	208
Fresno	18,043	209
Great Falls	18,041	210
Tuscaloosa	18,011	211
Fort Collins–Loveland	17,980	212
Abilene	17,973	213
Lynchburg	17,964	214
Waco	17,919	215
Denver	17,904	216
Beaumont–Port Arthur	17,874	217
Charleston, W.Va.	17,868	218
Parkersburg–Marietta	17,862	219
Tampa–St. Petersburg–Clearwater	17,853	220
Fort Smith	17,850	221
Buffalo	17,840	222
Springfield, Ill.	17,811	223
Peoria	17,792	224
Augusta	17,788	225
Dayton–Springfield	17,787	226
Casper	17,729	227
Odessa	17,720	228
Decatur, Ill.	17,701	229
Jackson, Mich.	17,665	230
Tulsa	17,641	231
Tacoma	17,516	232
Corpus Christi	17,481	233
Lake Charles	17,469	234
Utica–Rome	17,451	235
Davenport–Rock Island–Moline	17,418	236
Yuma	17,346	237
Boise	17,298	238
Daytona Beach	17,292	239
Stockton	17,268	240
Waterloo–Cedar Falls	17,255	241
Gainesville	17,250	242
Asheville	17,230	243
Lawton	17,210	244
Galveston–Texas City	17,191	245
Benton Harbor	17,175	246
Houma–Thibodaux	17,146	247
Evansville	17,142	248
Youngstown–Warren	17,098	249
Richland–Kennewick–Pasco	17,021	250
Anderson, S.C.	17,005	251
St. Joseph	17,003	252
Columbus, Ga.	16,889	253
Pine Bluff	16,862	254
Mobile	16,834	255
Erie	16,797	256
Akron	16,788	257
Ocala	16,755	258
Niagara Falls	16,749	259
Enid	16,709	260
Vallejo–Fairfield–Napa	16,696	261
Cleveland	16,693	262
Lawrence, Kans.	16,670	263
Sheboygan	16,667	264
Muncie	16,662	265
Bradenton	16,619	266
Bakersfield	16,578	267
Kankakee	16,531	268
Melbourne–Titusville–Palm Bay	16,531	268
San Angelo	16,528	270
Chattanooga	16,504	271
Salem, Ore.	16,480	272
Duluth	16,472	273
Muskegon	16,462	274
Olympia	16,372	275
Athens	16,293	276
Pensacola	16,100	277
Joliet	16,065	278
Gary–Hammond	16,033	279
Danville, Va.	15,937	280
Canton	15,915	281
Brazoria	15,907	282
Lakeland–Winter Haven	15,877	283
Anderson, Ind.	15,822	284
Anniston	15,810	285
Lorain–Elyria	15,785	286
McAllen–Edinburg–Mission	15,774	287
Bryan–College Station	15,732	288
Biloxi–Gulfport	15,731	289
Pittsburgh	15,709	290
Brownsville–Harlingen	15,613	291
Killeen–Temple	15,567	292
Cumberland	15,384	293
Gadsden	15,375	294
Tucson	15,226	295
Florence, Ala.	15,157	296
Hamilton–Middletown	15,119	297
Kenosha	15,090	298
Jamestown–Dunkirk	15,067	299
Huntington–Ashland	14,832	300
Yakima	14,730	301
Pueblo	14,704	302
Bremerton	14,557	303
Provo–Orem	14,476	304
Visalia–Tulare–Porterville	14,451	305
Wheeling	14,224	306
Chico	14,198	307
Vancouver	14,121	308
Sharon	14,036	309
Johnson City–Kingsport–Bristol	13,820	310
New York	13,810	311
Yuba C[illegible]	13,617	312
Jerse[illegible]	13,426	313
Merce[illegible]	13,327	314
Johnstown	13,223	315
Steubenville–Weirton	12,423	316
Las Cruces	12,396	317
Greeley	12,331	318
Beaver County, Pa.	12,307	319
Pascagoula	12,044	320
Average Above Areas	**19,628**	
U.S. Average	**18,428**	

Food Store Sales

Area	($000)	Rank
Los Angeles–Long Beach	11,331,194	1
New York	9,488,623	2
Chicago	7,830,818	3
Philadelphia	7,235,800	4
Boston–Lawrence–Salem–Lowell–Brockton	6,218,422	5
Washington	6,071,119	6
Detroit	5,293,656	7
Nassau–Suffolk	5,013,819	8
Houston	4,628,586	9
Dallas	4,388,636	10
Anaheim–Santa Ana	4,050,196	11
Atlanta	3,926,620	12
San Diego	3,671,446	13
Riverside–San Bernardino	3,548,937	14
Phoenix	3,480,844	15
Tampa–St. Petersburg–Clearwater	3,429,643	16
Minneapolis–St. Paul	3,378,896	17
Oakland	3,341,748	18
Seattle	3,333,302	19
Baltimore	3,206,899	20
St. Louis	3,080,887	21
Pittsburgh	2,856,980	22
Newark	2,829,073	23
San Francisco	2,599,730	24
Denver	2,438,918	25
Miami–Hialeah	2,426,214	26
Bergen–Passaic	2,394,048	27
Fort Worth–Arlington	2,255,842	28
Cleveland	2,244,777	29
New Orleans	2,223,942	30
Kansas City	2,222,169	31
Cincinnati	2,185,612	32
San Jose	2,148,453	33
San Antonio	2,079,091	34
Sacramento	2,052,314	35
Milwaukee	2,047,232	36
Fort Lauderdale–Hollywood–Pompano Beach	2,026,361	37
Norfolk–Virginia Beach–Newport News	2,011,606	38
Monmouth–Ocean	1,853,474	39
Columbus, Ohio	1,845,736	40
Middlesex–Somerset–Hunterdon	1,816,308	41
Orlando	1,769,782	42
Hartford–New Britain–Middletown–Bristol	1,751,629	43
Rochester, N.Y.	1,722,950	44
Charlotte–Gastonia–Rock Hill	1,640,547	45
Portland, Ore.	1,632,997	46
Bridgeport–Stamford–Norwalk–Danbury	1,606,363	47
Albany–Schenectady–Troy	1,550,363	48
Indianapolis	1,517,475	49
West Palm Beach–Boca Raton–Delray Beach	1,514,744	50
Total Top 50	**165,214,821**	
Austin	1,511,946	51
Buffalo	1,467,921	52
Oklahoma City	1,413,583	53
Salt Lake City–Ogden	1,411,860	54
New Haven–Waterbury–Meriden	1,382,710	55
Providence–Pawtucket–Woonsocket	1,361,174	56
Richmond–Petersburg	1,345,520	57
Dayton–Springfield	1,329,719	58
Jacksonville, Fla.	1,288,825	59
Nashville	1,238,794	60
Honolulu	1,210,360	61
Louisville	1,196,[illegible]8	62
Greensboro–Winston-Salem–High Point	1,159,266	63
Tulsa	1,158,966	64
Birmingham	1,158,255	65
Raleigh–Durham	1,143,114	66
Scranton–Wilkes-Barre	1,131,050	67
Memphis	1,109,896	68
Syracuse	1,081,623	69
Allentown–Bethlehem–Easton	1,069,183	70
Oxnard–Ventura	1,056,512	71
Las Vegas	1,044,211	72
Worcester–Fitchburg–Leominster	1,033,921	73
Fresno	963,493	74
Greenville–Spartanburg	940,188	75
Baton Rouge	939,372	76
New Bedford–Fall River–Attleboro	905,486	77
Akron	900,179	78
Omaha	898,620	79
Springfield, Mass.	874,831	80
Tucson	868,831	81
Harrisburg–Lebanon–Carlisle	858,114	82
Wilmington, Del.	841,326	83
Toledo	814,920	84
Bakersfield	804,911	85
Knoxville	790,312	86
Tacoma	771,187	87
Lake County, Ill.	748,296	88
El Paso	745,236	89
Portsmouth–Dover–Rochester	744,615	90
Grand Rapids	743,912	91
Little Rock–North Little Rock	723,295	92
Des Moines	711,631	93
Gary–Hammond	708,351	94
Charleston, S.C.	692,267	95
Lancaster	690,393	96
Jersey City	684,269	97
Santa Barbara–Santa Maria–Lompoc	667,209	98
Manchester–Nashua	664,432	99
Daytona Beach	652,732	100
Total Top 100	**214,867,986**	
Columbia, S.C.	637,113	101
York	636,889	102
Santa Rosa–Petaluma	635,651	103
Wichita	631,995	104
Albuquerque	627,262	105
Atlantic City	623,894	106
Mobile	622,249	107
Spokane	618,419	108
Stockton	612,018	109
Fort Myers–Cape Coral	606,709	110
Vallejo–Fairfield–Napa	594,109	111
Orange County, N.Y.	591,639	112
Youngstown–Warren	591,293	113
Chattanooga	578,637	114
Melbourne–Titusville–Palm Bay	570,549	115
Flint	547,868	116
Portland, Me.	544,399	117
Trenton	534,818	118
Canton	532,111	119
Lexington-Fayette	526,309	120
Lansing–East Lansing	521,638	121
Sarasota	510,882	122
Madison	510,131	123
Aurora–Elgin	505,211	124
Corpus Christi	504,907	125
Lakeland–Winter Haven	503,748	126
Augusta	501,804	127
Davenport–Rock Island–Moline	497,651	128
Modesto	497,377	129
Poughkeepsie	492,213	130
Shreveport	489,952	131
Reading	480,825	132
Jackson, Miss.	476,774	133
Colorado Springs	474,611	134
Fort Wayne	469,130	135
Johnson City–Kingsport–Bristol	465,961	136
Utica–Rome	465,073	137
Beaumont–Port Arthur	464,087	138
Saginaw–Bay City–Midland	450,837	139
Santa Cruz	444,058	140
Rockford	437,721	141
McAllen–Edinburg–Mission	436,946	142
Binghamton	429,471	143
Erie	417,617	144
Galveston–Texas City	415,503	145
Joliet	413,507	146
Fort Pierce	412,102	147
Peoria	407,625	148
Anchorage	406,539	149
Visalia–Tulare–Porterville	406,179	150
Total Top 150	**240,641,997**	
Boulder–Longmont	402,792	151
Pensacola	397,505	152
New London–Norwich	396,558	153
Salinas–Seaside–Monterey	390,848	154
Lafayette, La.	386,208	155
Appleton–Oshkosh–Neenah	382,816	156
Reno	378,697	157
Charleston, W.Va.	377,807	158
Huntington–Ashland	373,525	159
Eugene–Springfield	369,814	160
Roanoke	365,889	161
Lubbock	349,367	162
Evansville	347,439	163
Huntsville	341,855	164
Salem, Ore.	341,569	165
Montgomery	338,219	166
Amarillo	338,123	167
Hickory–Morganton	337,210	168
Ann Arbor	335,978	169
Savannah	331,668	170
Niagara Falls	327,204	171
Macon–Warner Robins	324,620	172
Hamilton–Middletown	320,234	173
Bradenton	318,870	174
South Bend–Mishawaka	317,654	175
Springfield, Mo.	317,159	176
Tallahassee	311,988	177
Vancouver	310,975	178
Lorain–Elyria	310,383	179
Lake Charles	310,106	180
Duluth	309,572	181
Killeen–Temple	308,461	182
Gainesville	307,732	183
Naples	306,318	184
Johnstown	303,929	185
Lincoln	303,018	186
Boise	301,924	187
Brownsville–Harlingen	301,197	188
Ocala	296,681	189
Houma–Thibodaux	287,858	190
Waco	284,877	191
Bangor	283,050	192
Cedar Rapids	282,217	193
Fort Smith	279,687	194
Columbus, Ga.	275,910	195
Fort Collins–Loveland	274,684	196
Burlington, Vt.	273,293	197
Fayetteville, N.C.	272,526	198
Brazoria	269,581	199
Green Bay	264,092	200
Total Top 200	**256,881,684**	
Olympia	263,781	201
Asheville	258,510	202
Kalamazoo	256,993	203
Biloxi–Gulfport	256,084	204
Yakima	255,250	205
Bremerton	253,177	206
Longview–Marshall	252,980	207
Pittsfield	252,169	208
Springfield, Ill.	249,976	209
Monroe	249,646	210
Glens Falls	247,010	211
Tyler	244,144	212
Chico	242,795	213
Vineland–Millville–Bridgeton	238,613	214
Bellingham	233,189	215
Champaign–Urbana–Rantoul	232,642	216
St. Cloud	229,269	217
Beaver County, Pa.	228,481	218
Charlottesville	227,625	219
Panama City	226,702	220
Wheeling	226,594	221
Anderson, S.C.	225,536	222
Medford	222,810	223
Redding	222,488	224
Altoona	221,974	225
Lima	219,166	226
Racine	219,055	227
Janesville–Beloit	217,775	228
Fargo–Moorhead	217,079	229
Topeka	216,537	230
Richland–Kennewick–Pasco	214,647	231
Elkhart–Goshen	212,831	232
Provo–Orem	212,453	233
Odessa	207,735	234
Jamestown–Dunkirk	207,561	235
Alexandria, La.	205,329	236
Benton Harbor	205,116	237
Billings	204,022	238
Parkersburg–Marietta	203,766	239
Lewiston–Auburn	201,484	240
Sioux Falls	199,410	241
Lynchburg	198,714	242
Williamsport	198,616	243
Fort Walton Beach	194,699	244
Eau Claire	193,590	245
Wilmington, N.C.	189,276	246
Waterloo–Cedar Falls	186,687	247
Sioux City	185,606	248
Terre Haute	184,035	249
Midland, Tex.	181,766	250
Total Top 250	**267,977,077**	
Fayetteville–Springdale	180,150	251
Mansfield	179,497	252
Muskegon	179,235	253
Florence, Ala.	179,167	254
Merced	175,677	255
Battle Creek	175,327	256
Joplin	174,650	257
Pueblo	174,298	258
Bryan–College Station	171,009	259
Steubenville–Weirton	170,984	260
Athens	169,403	261
Laredo	168,651	262
Rochester, Minn.	168,586	263
Florence, S.C.	168,369	264
Dothan	164,575	265
Tuscaloosa	163,651	266
Anderson, Ind.	162,780	267
Texarkana	162,429	268
Sherman–Denison	161,901	269
Decatur, Ill.	160,790	270
Clarksville–Hopkinsville	159,923	271
Danville, Va.	159,647	272
Greeley	159,002	273
Yuba City	158,997	274
Iowa City	156,377	275
Albany, Ga.	156,213	276
Burlington, N.C.	156,017	277
Hagerstown	155,890	278
State College	155,718	279
Columbia, Mo.	155,007	280
Lafayette–West Lafayette	153,975	281
Bloomington–Normal	149,656	282
Wausau	141,055	283
Rapid City	139,742	284
Lawton	138,391	285
Jackson, Mich.	137,991	286
Sheboygan	137,579	287
Wichita Falls	134,597	288
Dubuque	134,455	289
Bloomington, Ind.	132,897	290
Sharon	132,429	291
Muncie	130,636	292
Santa Fe	130,163	293
Kankakee	130,128	294
Pascagoula	129,968	295
Yuma	129,208	296
La Crosse	127,176	297
San Angelo	126,512	298
Owensboro	123,291	299
Gadsden	121,873	300
Decatur, Ala.	121,810	301
Victoria	121,725	302
Kokomo	121,186	303
Elmira	120,835	304
Great Falls	120,194	305
Cumberland	118,456	306
Abilene	118,271	307
Jacksonville, N.C.	116,168	308
Bismarck	115,576	309
Las Cruces	115,291	310
Pine Bluff	114,724	311
Kenosha	111,278	312
Jackson, Tenn.	108,207	313
St. Joseph	105,819	314
Anniston	104,055	315
Lawrence, Kans.	98,513	316
Casper	97,641	317
Grand Forks	94,381	318
Cheyenne	93,938	319
Enid	87,530	320
Total Above Areas	**277,848,317**	
Percent of U.S.	**79.4282**	
U.S. Total	**349,810,512**	

Eating and Drinking Place Sales

Area	($000)	Rank
Los Angeles–Long Beach	7,685,516	1
New York	6,478,924	2
Chicago	4,797,524	3
Boston–Lawrence–Salem–Lowell–Brockton	3,854,505	4
Washington	3,556,993	5
Philadelphia	3,303,247	6
Detroit	3,181,155	7
Anaheim–Santa Ana	2,696,075	8
Atlanta	2,613,392	9
Dallas	2,415,537	10
Houston	2,193,458	11
San Diego	2,175,907	12
San Francisco	2,100,526	13
Nassau–Suffolk	2,086,003	14
Minneapolis–St. Paul	2,043,817	15
Seattle	1,883,682	16
St. Louis	1,811,294	17
Baltimore	1,778,362	18
Oakland	1,666,043	19
Riverside–San Bernardino	1,619,391	20
Tampa–St. Petersburg–Clearwater	1,612,397	21
Phoenix	1,582,953	22
Pittsburgh	1,341,880	23
Denver	1,295,205	24
Honolulu	1,289,414	25
Miami–Hialeah	1,274,421	26
San Jose	1,258,918	27
Newark	1,245,936	28
Cleveland	1,203,674	29
Orlando	1,182,335	30
Sacramento	1,175,238	31
Kansas City	1,161,148	32
Cincinnati	1,159,744	33
Fort Lauderdale–Hollywood–Pompano Beach	1,121,932	34
Indianapolis	1,102,092	35
Fort Worth–Arlington	1,093,628	36
New Orleans	1,070,001	37
San Antonio	1,066,959	38
Portland, Ore.	1,041,407	39
Norfolk–Virginia Beach–Newport News	1,010,922	40
Milwaukee	1,005,487	41
Columbus, Ohio	985,136	42
Bergen–Passaic	977,312	43
Hartford–New Britain–Middletown–Bristol	938,891	44
West Palm Beach–Boca Raton–Delray Beach	808,213	45
Charlotte–Gastonia–Rock Hill	804,349	46
Nashville	781,622	47
Oklahoma City	780,371	48
Louisville	751,038	49
Middlesex–Somerset–Hunterdon	739,071	50
Total Top 50	**92,803,045**	
Monmouth–Ocean	727,544	51
Rochester, N.Y.	712,793	52
Austin	711,528	53
Jacksonville, Fla.	710,477	54
Providence–Pawtucket–Woonsocket	703,796	55
Buffalo	700,206	56
Bridgeport–Stamford–Norwalk–Danbury	692,969	57
Greensboro–Winston-Salem–High Point	674,811	58
Raleigh–Durham	651,088	59
Albany–Schenectady–Troy	643,339	60
New Haven–Waterbury–Meriden	633,744	61
Salt Lake City–Ogden	627,836	62
Dayton–Springfield	618,503	63
Richmond–Petersburg	602,159	64
Las Vegas	565,796	65
Birmingham	550,403	66
Tulsa	543,279	67
Worcester–Fitchburg–Leominster	541,373	68
Memphis	518,651	69
Omaha	503,323	70
Oxnard–Ventura	496,218	71
Syracuse	495,148	72
Springfield, Mass.	486,017	73
Knoxville	470,275	74
Scranton–Wilkes-Barre	456,891	75
Allentown–Bethlehem–Easton	442,938	76
Albuquerque	426,897	77
Toledo	420,904	78
Akron	416,143	79
New Bedford–Fall River–Attleboro	412,158	80
Greenville–Spartanburg	405,346	81
Grand Rapids	402,119	82
Tacoma	394,712	83
Tucson	394,333	84
Harrisburg–Lebanon–Carlisle	390,784	85
Atlantic City	390,043	86
Lake County, Ill.	387,984	87
Wilmington, Del.	387,110	88
Fresno	385,154	89
Wichita	374,823	90
Charleston, S.C.	363,569	91
Anchorage	355,970	92
Little Rock–North Little Rock	345,376	93
Columbia, S.C.	339,100	94
Baton Rouge	330,500	95
Santa Barbara–Santa Maria–Lompoc	326,378	96
El Paso	326,125	97
Lexington-Fayette	323,705	98
Portsmouth–Dover–Rochester	321,232	99
Gary–Hammond	318,762	100
Total Top 100	**117,223,377**	
Lancaster	313,595	101
Des Moines	311,989	102
Vallejo–Fairfield–Napa	310,180	103
Lansing–East Lansing	303,918	104
Salinas–Seaside–Monterey	301,860	105
Santa Rosa–Petaluma	300,743	106
Melbourne–Titusville–Palm Bay	297,531	107
Fort Wayne	292,533	108
Madison	292,395	109
Daytona Beach	291,015	110
Fort Myers–Cape Coral	290,246	111
Manchester–Nashua	288,517	112
Bakersfield	288,338	113
Mobile	285,010	114
Sarasota	281,394	115
Spokane	279,922	116
York	278,372	117
Colorado Springs	277,847	118
Youngstown–Warren	274,598	119
Stockton	270,236	120
Portland, Me.	266,554	121
Trenton	263,849	122
Flint	259,477	123
Jersey City	257,810	124
Saginaw–Bay City–Midland	247,002	125
Chattanooga	243,769	126
Augusta	243,723	127
Davenport–Rock Island–Moline	242,930	128
Jackson, Miss.	239,108	129
Aurora–Elgin	237,414	130
Corpus Christi	234,974	131
Reading	232,724	132
Santa Cruz	218,782	133
Canton	217,759	134
Johnson City–Kingsport–Bristol	216,520	135
Lakeland–Winter Haven	214,407	136
Appleton–Oshkosh–Neenah	214,263	137
Ann Arbor	213,992	138
Modesto	211,670	139
New London–Norwich	210,891	140
Beaumont–Port Arthur	209,197	141
Pensacola	208,891	142
Shreveport	208,705	143
Eugene–Springfield	206,079	144
Peoria	204,279	145
Boulder–Longmont	202,578	146
Rockford	198,333	147
Springfield, Mo.	197,435	148
Lubbock	197,315	149
Utica–Rome	194,127	150
Total Top 150	**129,768,173**	
Evansville	192,487	151
Joliet	190,080	152
Orange County, N.Y.	188,944	153
Huntsville	188,333	154
Erie	188,296	155
Charleston, W.Va.	186,707	156
Montgomery	183,276	157
Binghamton	181,064	158
Macon–Warner Robins	180,805	159
Roanoke	180,719	160
Salem, Ore.	178,958	161
Savannah	177,448	162
South Bend–Mishawaka	174,445	163
Huntington–Ashland	168,608	164
Reno	166,611	165
Poughkeepsie	165,927	166
Hamilton–Middletown	165,392	167
Fort Pierce	164,149	168
Tallahassee	163,632	169
Amarillo	163,121	170
Kalamazoo	158,540	171
Champaign–Urbana–Rantoul	157,524	172
Springfield, Ill.	155,626	173
Fayetteville, N.C.	152,605	174
Lincoln	151,042	175
Gainesville	150,521	176
Boise	149,992	177
Hickory–Morganton	149,571	178
Burlington, Vt.	146,152	179
Green Bay	144,939	180
Columbus, Ga.	144,606	181
Lafayette, La.	143,624	182
Waco	140,021	183
Vancouver	139,810	184
Bradenton	137,277	185
Fort Collins–Loveland	136,548	186
Fort Walton Beach	136,397	187
Duluth	134,614	188
Naples	134,583	189
Galveston–Texas City	132,985	190
Niagara Falls	132,849	191
McAllen–Edinburg–Mission	132,478	192
Panama City	132,100	193
Pittsfield	131,969	194
Killeen–Temple	130,915	195
Fargo–Moorhead	130,129	196
Biloxi–Gulfport	128,877	197
Topeka	127,450	198
Cedar Rapids	121,529	199
Brownsville–Harlingen	120,751	200
Total Top 200	**137,503,199**	
Asheville	120,710	201
Wilmington, N.C.	120,668	202
Fort Smith	119,914	203
Chico	117,223	204
Lorain–Elyria	117,016	205
Wichita Falls	112,303	206
Houma–Thibodaux	111,338	207
Racine	111,249	208
Visalia–Tulare–Porterville	110,394	209
Medford	108,244	210
Benton Harbor	107,903	211
Santa Fe	107,605	212
Olympia	107,030	213
Lima	103,176	214
Monroe	103,147	215
Yakima	103,000	216
St. Cloud	102,894	217
Ocala	102,082	218
Terre Haute	101,667	219
Bellingham	101,616	220
Longview–Marshall	101,504	221
Tyler	101,419	222
Johnstown	101,330	223
Billings	100,372	224
Parkersburg–Marietta	100,217	225
Elkhart–Goshen	99,831	226
Janesville–Beloit	99,639	227
Athens	96,235	228
Bloomington–Normal	96,123	229
Lafayette–West Lafayette	96,099	230
Glens Falls	96,009	231
State College	95,302	232
Bangor	95,279	233
Dothan	95,277	234
Sioux Falls	95,235	235
Bremerton	94,902	236
La Crosse	94,642	237
Muskegon	93,824	238
Clarksville–Hopkinsville	93,707	239
Charlottesville	93,575	240
Eau Claire	92,976	241
Redding	92,617	242
Joplin	89,963	243
Lake Charles	89,786	244
Tuscaloosa	89,525	245
Wheeling	89,429	246
Battle Creek	89,059	247
Richland–Kennewick–Pasco	87,710	248
Lynchburg	86,554	249
Bryan–College Station	83,871	250
Total Top 250	**142,524,389**	
Decatur, Ill.	82,766	251
Abilene	82,004	252
Altoona	81,932	253
Waterloo–Cedar Falls	81,600	254
Rochester, Minn.	81,207	255
Bloomington, Ind.	80,240	256
Muncie	79,032	257
Anderson, S.C.	78,612	258
Merced	78,611	259
Kenosha	78,402	260
Provo–Orem	78,002	261
Burlington, N.C.	77,754	262
Sioux City	76,507	263
Jacksonville, N.C.	76,259	264
Columbia, Mo.	76,143	265
Jamestown–Dunkirk	75,905	266
Brazoria	75,368	267
Pueblo	74,342	268
Mansfield	74,280	269
Iowa City	73,839	270
Jackson, Mich.	72,737	271
Odessa	72,456	272
Kokomo	71,614	273
Alexandria, La.	71,562	274
Fayetteville–Springdale	70,998	275
Beaver County, Pa.	69,708	276
Rapid City	69,262	277
Midland, Tex.	68,165	278
Decatur, Ala.	67,456	279
Albany, Ga.	66,969	280
Lewiston–Auburn	66,916	281
Anderson, Ind.	66,663	282
Texarkana	65,848	283
Vineland–Millville–Bridgeton	65,840	284
Cheyenne	64,834	285
Williamsport	63,955	286
Dubuque	63,933	287
Anniston	63,575	288
Lawton	63,454	289
Sharon	63,429	290
Bismarck	62,938	291
Las Cruces	62,650	292
Sheboygan	62,524	293
Florence, S.C.	62,237	294
Florence, Ala.	62,104	295
Greeley	61,558	296
Danville, Va.	61,454	297
Steubenville–Weirton	61,270	298
Wausau	60,198	299
Laredo	59,305	300
Lawrence, Kans.	58,593	301
Elmira	58,054	302
Cumberland	58,036	303
Great Falls	56,919	304
Owensboro	56,573	305
Yuba City	55,803	306
Hagerstown	55,608	307
Grand Forks	55,024	308
San Angelo	53,560	309
Gadsden	51,282	310
Sherman–Denison	50,632	311
St. Joseph	49,885	312
Yuma	49,707	313
Pascagoula	47,814	314
Kankakee	45,982	315
Victoria	44,464	316
Jackson, Tenn.	40,850	317
Casper	40,323	318
Pine Bluff	39,626	319
Enid	35,398	320
Total Above Areas	**147,056,939**	
Percent of U.S.	**84.6602**	
U.S. Total	**173,702,476**	

General Merchandise Store Sales

Area	($000)	Rank
Los Angeles–Long Beach	6,766,315	1
Chicago	5,045,839	2
New York	5,008,494	3
Detroit	4,246,519	4
Philadelphia	3,934,052	5
Washington	3,571,165	6
Boston–Lawrence–Salem–Lowell–Brockton	3,175,860	7
Atlanta	3,102,719	8
Houston	2,848,831	9
Minneapolis–St. Paul	2,839,909	10
Dallas	2,836,055	11
St. Louis	2,487,297	12
Nassau–Suffolk	2,414,949	13
Anaheim–Santa Ana	2,229,949	14
San Diego	2,176,358	15
Baltimore	2,031,816	16
Riverside–San Bernardino	1,921,212	17
Phoenix	1,775,811	18
Miami–Hialeah	1,745,071	19
Tampa–St. Petersburg–Clearwater	1,723,771	20
Denver	1,704,818	21
Pittsburgh	1,699,337	22
Oakland	1,687,264	23
Kansas City	1,681,494	24
Seattle	1,652,333	25
Portland, Ore.	1,650,438	26
Cleveland	1,602,880	27
Cincinnati	1,590,056	28
San Francisco	1,576,076	29
San Jose	1,554,192	30
Sacramento	1,421,933	31
Columbus, Ohio	1,387,877	32
Indianapolis	1,357,829	33
Bergen–Passaic	1,338,753	34
Fort Worth–Arlington	1,324,885	35
Milwaukee	1,323,458	36
Honolulu	1,208,056	37
Norfolk–Virginia Beach–Newport News	1,167,538	38
New Orleans	1,078,818	39
Orlando	1,047,168	40
Newark	1,040,943	41
Grand Rapids	1,026,261	42
Hartford–New Britain–Middletown–Bristol	1,018,186	43
Middlesex–Somerset–Hunterdon	975,845	44
Nashville	973,368	45
San Antonio	968,967	46
Fort Lauderdale–Hollywood–Pompano Beach	964,471	47
Louisville	940,175	48
Memphis	933,976	49
Charlotte–Gastonia–Rock Hill	889,284	50
Total Top 50	**100,668,671**	
Dayton–Springfield	872,366	51
Bridgeport–Stamford–Norwalk–Danbury	871,585	52
Richmond–Petersburg	863,661	53
Monmouth–Ocean	855,963	54
Salt Lake City–Ogden	849,581	55
Birmingham	834,235	56
Oklahoma City	833,574	57
Albany–Schenectady–Troy	804,447	58
West Palm Beach–Boca Raton–Delray Beach	804,302	59
Greensboro–Winston-Salem–High Point	796,369	60
Rochester, N.Y.	786,245	61
Jacksonville, Fla.	783,236	62
Providence–Pawtucket–Woonsocket	781,700	63
Buffalo	737,965	64
New Haven–Waterbury–Meriden	730,488	65
Toledo	702,721	66
Scranton–Wilkes-Barre	695,238	67
Oxnard–Ventura	693,928	68
Austin	692,265	69
Raleigh–Durham	687,824	70
Lansing–East Lansing	656,664	71
Wilmington, Del.	650,532	72
St. Cloud	623,288	73
Harrisburg–Lebanon–Carlisle	613,901	74
Little Rock–North Little Rock	610,018	75
Baton Rouge	607,878	76
Tulsa	601,009	77
Omaha	583,713	78
Manchester–Nashua	582,288	79
Las Vegas	581,917	80
Allentown–Bethlehem–Easton	568,015	81
Flint	560,532	82
Worcester–Fitchburg–Leominster	551,897	83
Tucson	549,185	84
Albuquerque	548,608	85
Akron	533,984	86
Knoxville	516,667	87
Wichita	502,830	88
Greenville–Spartanburg	500,886	89
Springfield, Mass.	500,820	90
El Paso	500,614	91
Tacoma	496,038	92
Jackson, Miss.	481,353	93
Saginaw–Bay City–Midland	475,864	94
Portsmouth–Dover–Rochester	426,402	95
Fresno	424,854	96
Spokane	420,839	97
Anchorage	419,554	98
Syracuse	416,673	99
Columbia, S.C.	415,384	100
Total Top 100	**132,268,571**	
Des Moines	413,335	101
Gary–Hammond	406,431	102
Augusta	400,179	103
Lexington-Fayette	398,839	104
Lake County, Ill.	396,605	105
Youngstown–Warren	396,044	106
Fort Wayne	395,351	107
Melbourne–Titusville–Palm Bay	391,663	108
New Bedford–Fall River–Attleboro	386,115	109
Charleston, S.C.	373,741	110
Colorado Springs	372,797	111
Shreveport	367,552	112
Mobile	365,968	113
Madison	365,575	114
Appleton–Oshkosh–Neenah	354,666	115
Chattanooga	349,677	116
Beaumont–Port Arthur	347,985	117
Ann Arbor	345,614	118
Fort Myers–Cape Coral	345,560	119
Johnson City–Kingsport–Bristol	344,395	120
Springfield, Mo.	343,818	121
Lakeland–Winter Haven	332,500	122
Kalamazoo	325,814	123
Sarasota	322,945	124
Aurora–Elgin	321,865	125
Santa Rosa–Petaluma	321,496	126
Daytona Beach	321,356	127
Green Bay	319,146	128
Huntington–Ashland	318,174	129
Reno	316,171	130
Lancaster	306,290	131
Peoria	305,224	132
Canton	300,993	133
Davenport–Rock Island–Moline	300,342	134
York	295,935	135
Stockton	293,535	136
Pensacola	292,283	137
Macon–Warner Robins	291,292	138
Corpus Christi	290,742	139
Modesto	290,125	140
Poughkeepsie	290,018	141
South Bend–Mishawaka	288,326	142
Eugene–Springfield	282,696	143
Charleston, W.Va.	281,433	144
Portland, Me.	281,362	145
Montgomery	280,795	146
Bakersfield	280,757	147
Vallejo–Fairfield–Napa	279,851	148
Atlantic City	277,727	149
Reading	277,078	150
Total Top 150	**148,816,752**	
Trenton	276,584	151
Lubbock	272,643	152
Rockford	268,971	153
Fayetteville, N.C.	268,330	154
Roanoke	266,955	155
Huntsville	265,959	156
Evansville	264,075	157
McAllen–Edinburg–Mission	262,569	158
Salem, Ore.	261,765	159
Amarillo	247,622	160
Springfield, Ill.	243,804	161
Orange County, N.Y.	240,683	162
Tallahassee	240,659	163
Savannah	240,006	164
Salinas–Seaside–Monterey	238,006	165
Duluth	228,772	166
Binghamton	228,216	167
Erie	221,142	168
Jackson, Mich.	221,015	169
New London–Norwich	220,093	170
Utica–Rome	216,102	171
Cedar Rapids	210,365	172
Lafayette, La.	206,394	173
Lincoln	205,116	174
Columbus, Ga.	200,238	175
Killeen–Temple	199,122	176
Fort Smith	197,928	177
Parkersburg–Marietta	197,359	178
Joliet	196,016	179
Tyler	195,604	180
Fayetteville–Springdale	195,428	181
Champaign–Urbana–Rantoul	194,587	182
Fort Pierce	194,449	183
Muskegon	192,835	184
Fargo–Moorhead	192,776	185
Lorain–Elyria	191,966	186
Waco	191,815	187
Topeka	191,087	188
Boulder–Longmont	187,901	189
Biloxi–Gulfport	186,988	190
Battle Creek	184,882	191
Santa Barbara–Santa Maria–Lompoc	183,136	192
Brownsville–Harlingen	179,228	193
Asheville	176,012	194
Racine	173,537	195
Galveston–Texas City	171,285	196
Rochester, Minn.	171,244	197
Lake Charles	170,760	198
Niagara Falls	169,510	199
Mansfield	167,918	200
Total Top 200	**159,486,209**	
Sioux Falls	167,017	201
Alexandria, La.	166,659	202
Medford	165,043	203
Ocala	162,620	204
Gainesville	162,515	205
Wheeling	161,150	206
Hamilton–Middletown	159,743	207
Fort Walton Beach	159,141	208
Bradenton	158,961	209
Hickory–Morganton	158,693	210
Jersey City	157,828	211
Provo–Orem	157,824	212
Beaver County, Pa.	157,336	213
Wichita Falls	154,886	214
Lima	154,644	215
Wilmington, N.C.	152,479	216
Houma–Thibodaux	152,292	217
Altoona	151,549	218
Texarkana	150,940	219
Bangor	150,560	220
Joplin	150,220	221
Lynchburg	149,563	222
Benton Harbor	147,657	223
Bloomington–Normal	147,429	224
Lafayette–West Lafayette	147,169	225
Vancouver	147,132	226
Panama City	146,885	227
Monroe	145,210	228
Brazoria	144,147	229
Wausau	143,364	230
Janesville–Beloit	142,074	231
Waterloo–Cedar Falls	139,961	232
Clarksville–Hopkinsville	139,696	233
Dothan	139,236	234
Terre Haute	138,968	235
Eau Claire	138,341	236
Longview–Marshall	138,184	237
Boise	137,136	238
Albany, Ga.	134,910	239
Richland–Kennewick–Pasco	133,643	240
Fort Collins–Loveland	133,331	241
Naples	133,181	242
Florence, Ala.	131,915	243
Elmira	131,476	244
Athens	131,085	245
La Crosse	130,656	246
Columbia, Mo.	130,166	247
Lawton	129,421	248
Decatur, Ill.	129,078	249
Dubuque	128,591	250
Total Top 250	**166,807,914**	
Florence, S.C.	126,888	251
Sioux City	126,541	252
Tuscaloosa	124,856	253
Johnstown	124,388	254
Visalia–Tulare–Porterville	123,021	255
Yakima	121,972	256
Billings	121,910	257
Jackson, Tenn.	120,626	258
Grand Forks	120,037	259
Bremerton	119,877	260
Olympia	118,770	261
Abilene	118,638	262
Burlington, Vt.	117,809	263
Laredo	117,409	264
Anderson, S.C.	117,249	265
Charlottesville	116,395	266
Cumberland	115,445	267
Bismarck	115,377	268
Rapid City	114,700	269
Santa Cruz	114,653	270
Owensboro	113,504	271
Bryan–College Station	113,427	272
Pittsfield	111,879	273
Pueblo	111,561	274
Midland, Tex.	111,055	275
Sheboygan	109,915	276
Steubenville–Weirton	109,531	277
Kokomo	109,264	278
Sherman–Denison	108,719	279
Bellingham	108,131	280
Bloomington, Ind.	105,534	281
Odessa	105,106	282
Chico	105,047	283
Vineland–Millville–Bridgeton	103,563	284
Anniston	103,344	285
Hagerstown	100,716	286
Elkhart–Goshen	100,105	287
Muncie	96,898	288
Santa Fe	96,622	289
St. Joseph	96,497	290
Williamsport	95,340	291
Glens Falls	93,890	292
Redding	93,747	293
Greeley	90,497	294
State College	89,516	295
Decatur, Ala.	88,592	296
Danville, Va.	87,518	297
Jacksonville, N.C.	87,361	298
Anderson, Ind.	87,213	299
Iowa City	87,020	300
Jamestown–Dunkirk	85,769	301
Lewiston–Auburn	85,425	302
Las Cruces	85,396	303
San Angelo	84,421	304
Burlington, N.C.	83,213	305
Sharon	82,411	306
Gadsden	80,131	307
Merced	79,709	308
Pascagoula	78,826	309
Yuma	77,255	310
Kankakee	76,760	311
Great Falls	76,599	312
Cheyenne	76,423	313
Yuba City	73,025	314
Pine Bluff	70,517	315
Victoria	70,375	316
Enid	65,891	317
Kenosha	64,223	318
Casper	58,229	319
Lawrence, Kans.	56,517	320
Total Above Areas	**173,736,702**	
Percent of U.S.	**85.4669**	
U.S. Total	**203,279,551**	

Furniture/Home Furnishing/Appliance Store Sales

Area	($000)	Rank
Los Angeles–Long Beach	4,316,173	1
New York	3,351,767	2
Chicago	2,839,192	3
Washington	1,947,609	4
Philadelphia	1,890,632	5
Detroit	1,867,637	6
Nassau–Suffolk	1,722,015	7
Boston–Lawrence–Salem–Lowell–Brockton	1,649,743	8
Anaheim–Santa Ana	1,478,120	9
San Diego	1,261,718	10
Atlanta	1,232,535	11
Houston	1,116,009	12
Dallas	1,051,574	13
San Francisco	1,016,789	14
Seattle	987,544	15
Phoenix	985,133	16
Minneapolis–St. Paul	978,286	17
Baltimore	977,673	18
Oakland	974,692	19
San Jose	889,803	20
Bergen–Passaic	837,488	21
Newark	826,230	22
Tampa–St. Petersburg–Clearwater	807,757	23
Miami–Hialeah	784,215	24
St. Louis	758,018	25
Riverside–San Bernardino	757,674	26
Denver	754,050	27
Pittsburgh	688,021	28
Milwaukee	678,560	29
Fort Lauderdale–Hollywood–Pompano Beach	651,886	30
Cleveland	641,644	31
Norfolk–Virginia Beach–Newport News	595,185	32
Sacramento	595,161	33
Greensboro–Winston-Salem–High Point	593,993	34
Hartford–New Britain–Middletown–Bristol	587,258	35
Middlesex–Somerset–Hunterdon	565,621	36
Columbus, Ohio	564,952	37
Portland, Ore.	552,917	38
Indianapolis	547,014	39
Cincinnati	535,665	40
Kansas City	514,488	41
West Palm Beach–Boca Raton–Delray Beach	500,392	42
Fort Worth–Arlington	493,618	43
Charlotte–Gastonia–Rock Hill	491,454	44
Orlando	467,239	45
Nashville	443,502	46
New Orleans	424,650	47
Rochester, N.Y.	423,151	48
Salt Lake City–Ogden	418,208	49
Monmouth–Ocean	407,092	50
Total Top 50	**50,441,747**	
Bridgeport–Stamford–Norwalk–Danbury	404,430	51
San Antonio	393,944	52
Raleigh–Durham	385,951	53
New Haven–Waterbury–Meriden	378,843	54
Louisville	371,374	55
Albany–Schenectady–Troy	358,357	56
Oklahoma City	357,597	57
Memphis	355,306	58
Buffalo	342,958	59
Grand Rapids	330,790	60
Jacksonville, Fla.	328,559	61
Richmond–Petersburg	317,751	62
Dayton–Springfield	313,898	63
Birmingham	305,180	64
Austin	297,850	65
Providence–Pawtucket–Woonsocket	292,240	66
Omaha	280,048	67
Syracuse	278,390	68
Worcester–Fitchburg–Leominster	274,608	69
Honolulu	265,976	70
Lake County, Ill.	262,406	71
Oxnard–Ventura	259,697	72
Wilmington, Del.	257,075	73
Tulsa	255,251	74
Jersey City	249,215	75
Madison	244,322	76
Fresno	238,992	77
Portsmouth–Dover–Rochester	238,282	78
Greenville–Spartanburg	237,809	79
Tucson	234,118	80
Harrisburg–Lebanon–Carlisle	231,790	81
Allentown–Bethlehem–Easton	227,812	82
Knoxville	227,543	83
Albuquerque	226,451	84
Akron	219,390	85
Scranton–Wilkes-Barre	217,982	86
Springfield, Mass.	217,897	87
Toledo	215,459	88
Las Vegas	212,026	89
Lansing–East Lansing	210,895	90
Fort Myers–Cape Coral	204,964	91
El Paso	197,938	92
New Bedford–Fall River–Attleboro	191,257	93
Columbia, S.C.	187,986	94
Manchester–Nashua	186,646	95
Sarasota	185,736	96
Tacoma	182,330	97
Little Rock–North Little Rock	180,043	98
Charleston, S.C.	179,535	99
Baton Rouge	176,528	100
Total Top 100	**63,633,172**	
Lancaster	174,967	101
Colorado Springs	173,585	102
Santa Rosa–Petaluma	166,594	103
Fort Wayne	164,464	104
Saginaw–Bay City–Midland	162,925	105
Flint	161,090	106
Trenton	158,010	107
Des Moines	156,324	108
Lexington-Fayette	154,774	109
Atlantic City	153,850	110
Aurora–Elgin	152,493	111
Gary–Hammond	150,370	112
Youngstown–Warren	147,265	113
Chattanooga	146,145	114
Reading	145,488	115
Stockton	144,019	116
Appleton–Oshkosh–Neenah	140,031	117
Shreveport	139,928	118
Ann Arbor	139,332	119
York	138,728	120
Fort Pierce	134,204	121
Naples	132,087	122
Daytona Beach	131,115	123
Bakersfield	130,899	124
Mobile	127,952	125
Santa Barbara–Santa Maria–Lompoc	127,868	126
Melbourne–Titusville–Palm Bay	127,384	127
Modesto	126,922	128
Fayetteville, N.C.	126,857	129
Augusta	126,360	130
Rockford	122,814	131
Wichita	122,717	132
Portland, Me.	119,979	133
Orange County, N.Y.	118,368	134
Spokane	118,172	135
Davenport–Rock Island–Moline	117,841	136
Salinas–Seaside–Monterey	117,828	137
Jackson, Miss.	115,511	138
Peoria	112,956	139
Lakeland–Winter Haven	112,592	140
Huntsville	111,287	141
South Bend–Mishawaka	110,094	142
Evansville	109,260	143
Roanoke	108,063	144
Vallejo–Fairfield–Napa	107,598	145
Pensacola	104,734	146
New London–Norwich	104,578	147
Johnson City–Kingsport–Bristol	102,489	148
Green Bay	101,200	149
Savannah	100,734	150
Total Top 150	**70,234,017**	
Canton	99,783	151
Poughkeepsie	99,377	152
Montgomery	99,104	153
Eugene–Springfield	98,155	154
Hickory–Morganton	97,611	155
Kalamazoo	97,336	156
McAllen–Edinburg–Mission	95,648	157
Boulder–Longmont	94,802	158
Binghamton	94,331	159
Tallahassee	90,687	160
Lubbock	88,887	161
Macon–Warner Robins	86,733	162
Beaumont–Port Arthur	86,522	163
Huntington–Ashland	86,500	164
Charleston, W.Va.	86,399	165
Reno	86,267	166
Boise	85,520	167
Utica–Rome	82,966	168
Salem, Ore.	82,127	169
Joliet	80,083	170
Erie	79,706	171
Santa Cruz	78,908	172
Corpus Christi	78,307	173
Amarillo	77,181	174
Anchorage	76,937	175
Fort Collins–Loveland	73,506	176
Columbus, Ga.	73,466	177
Springfield, Ill.	70,582	178
Visalia–Tulare–Porterville	70,189	179
Ocala	69,467	180
Asheville	68,689	181
Cedar Rapids	68,302	182
Lorain–Elyria	67,544	183
Burlington, Vt.	66,389	184
Racine	66,085	185
Springfield, Mo.	65,692	186
Champaign–Urbana–Rantoul	63,900	187
Bradenton	63,263	188
Wilmington, N.C.	62,540	189
Killeen–Temple	62,253	190
Chico	62,158	191
Longview–Marshall	61,313	192
Tyler	60,410	193
Hamilton–Middletown	59,376	194
Gainesville	59,101	195
Laredo	58,406	196
Charlottesville	57,462	197
Monroe	57,321	198
Altoona	57,045	199
Lafayette, La.	56,266	200
Total Top 200	**74,044,619**	
Bremerton	55,946	201
St. Cloud	55,538	202
Niagara Falls	55,536	203
Billings	54,060	204
Lincoln	53,873	205
Bloomington–Normal	53,827	206
Duluth	53,669	207
Olympia	53,133	208
Medford	52,483	209
Vancouver	52,366	210
Pittsfield	52,187	211
Lima	52,138	212
Tuscaloosa	52,054	213
Provo–Orem	51,948	214
Fort Walton Beach	51,228	215
Fargo–Moorhead	51,181	216
La Crosse	50,274	217
Sioux Falls	50,116	218
Jacksonville, N.C.	49,244	219
Dothan	48,810	220
Topeka	48,399	221
Hagerstown	47,232	222
Waco	47,173	223
Terre Haute	47,129	224
Brownsville–Harlingen	47,118	225
Johnstown	46,805	226
Muskegon	46,581	227
Anderson, S.C.	46,337	228
Fort Smith	45,734	229
Eau Claire	45,161	230
Lynchburg	44,831	231
Parkersburg–Marietta	44,600	232
Pueblo	43,930	233
Wheeling	43,674	234
Mansfield	43,558	235
Muncie	43,489	236
Bellingham	43,471	237
Athens	43,260	238
Bangor	43,176	239
Biloxi–Gulfport	43,009	240
Clarksville–Hopkinsville	42,740	241
Lafayette–West Lafayette	42,706	242
Panama City	42,674	243
Jackson, Mich.	42,661	244
Rochester, Minn.	42,651	245
Burlington, N.C.	42,480	246
Battle Creek	41,804	247
Albany, Ga.	40,675	248
Redding	40,100	249
Williamsport	40,018	250
Total Top 250	**76,417,406**	
Wichita Falls	39,923	251
Santa Fe	39,415	252
Abilene	39,265	253
Janesville–Beloit	38,979	254
Yakima	38,828	255
Galveston–Texas City	38,020	256
Texarkana	37,892	257
Wausau	37,297	258
Jamestown–Dunkirk	36,948	259
Alexandria, La.	36,895	260
Lake Charles	36,327	261
Columbia, Mo.	36,320	262
Decatur, Ala.	35,778	263
Gadsden	35,695	264
State College	35,320	265
Sharon	35,031	266
Lawton	34,634	267
Merced	34,510	268
Glens Falls	34,289	269
Yuba City	33,901	270
Cumberland	33,709	271
Decatur, Ill.	33,579	272
Owensboro	33,419	273
Beaver County, Pa.	32,983	274
Great Falls	32,660	275
Houma–Thibodaux	32,328	276
Elkhart–Goshen	32,191	277
Vineland–Millville–Bridgeton	31,842	278
Fayetteville–Springdale	31,720	279
Iowa City	31,663	280
Kokomo	31,179	281
Florence, S.C.	30,760	282
Bloomington, Ind.	30,646	293
Sioux City	30,484	284
Rapid City	30,399	285
Joplin	30,386	286
Danville, Va.	30,353	287
Florence, Ala.	30,325	288
Waterloo–Cedar Falls	29,841	289
Elmira	29,713	290
San Angelo	29,365	291
Odessa	28,705	292
Dubuque	28,547	293
Anderson, Ind.	27,961	294
Jackson, Tenn.	27,942	295
Brazoria	27,494	296
Greeley	27,155	297
Kenosha	26,304	298
Casper	25,884	299
Bryan–College Station	25,736	300
Richland–Kennewick–Pasco	25,640	301
Victoria	25,586	302
Midland, Tex.	25,574	303
Las Cruces	25,294	304
Cheyenne	25,247	305
Sherman–Denison	24,752	306
Benton Harbor	23,668	307
Yuma	23,657	308
Lewiston–Auburn	23,139	309
Grand Forks	22,728	310
Steubenville–Weirton	22,707	311
Bismarck	21,763	312
Kankakee	21,743	313
Anniston	20,786	314
Lawrence, Kans.	18,949	315
Pine Bluff	18,924	316
Sheboygan	18,647	317
St. Joseph	18,534	318
Pascagoula	16,451	319
Enid	13,935	320
Total Above Areas	**78,495,670**	
Percent of U.S.	**87.8549**	
U.S. Total	**89,346,946**	

Automotive Dealer Sales

Area	($000)	Rank
Los Angeles–Long Beach	14,461,889	1
Chicago	8,353,426	2
Detroit	8,142,088	3
Philadelphia	8,015,528	4
Boston–Lawrence–Salem–Lowell–Brockton	7,036,905	5
Washington	6,830,874	6
New York	6,110,423	7
Houston	5,574,302	8
Dallas	5,478,974	9
Nassau–Suffolk	5,474,396	10
Atlanta	5,368,167	11
Anaheim–Santa Ana	4,798,012	12
Minneapolis–St. Paul	4,401,706	13
San Diego	4,184,023	14
St. Louis	4,150,785	15
Baltimore	3,866,817	16
Phoenix	3,620,384	17
Riverside–San Bernardino	3,596,944	18
Tampa–St. Petersburg–Clearwater	3,572,779	19
Miami–Hialeah	3,110,641	20
Kansas City	3,071,542	21
Newark	3,044,390	22
Fort Lauderdale–Hollywood–Pompano Beach	3,007,976	23
Oakland	2,891,932	24
Seattle	2,858,163	25
Pittsburgh	2,852,419	26
Indianapolis	2,624,641	27
Cleveland	2,599,053	28
Bergen–Passaic	2,572,871	29
Fort Worth–Arlington	2,562,161	30
Denver	2,500,465	31
Sacramento	2,439,938	32
Orlando	2,437,552	33
Milwaukee	2,387,531	34
Columbus, Ohio	2,385,488	35
Monmouth–Ocean	2,297,693	36
Hartford–New Britain–Middletown–Bristol	2,285,258	37
Portland, Ore.	2,277,148	38
San Jose	2,198,768	39
San Francisco	2,174,985	40
Norfolk–Virginia Beach–Newport News	2,157,371	41
Nashville	2,150,163	42
Charlotte–Gastonia–Rock Hill	2,147,289	43
Cincinnati	2,046,386	44
San Antonio	2,041,928	45
Oklahoma City	2,025,574	46
Birmingham	1,884,871	47
West Palm Beach–Boca Raton–Delray Beach	1,844,929	48
Memphis	1,818,398	49
Rochester, N.Y.	1,786,652	50
Total Top 50	**188,022,598**	
Jacksonville, Fla.	1,741,898	51
New Orleans	1,675,982	52
Dayton–Springfield	1,647,873	53
Middlesex–Somerset–Hunterdon	1,643,525	54
Albany–Schenectady–Troy	1,635,782	55
Louisville	1,611,484	56
Salt Lake City–Ogden	1,571,889	57
Richmond–Petersburg	1,566,078	58
Greensboro–Winston-Salem–High Point	1,537,255	59
Bridgeport–Stamford–Norwalk–Danbury	1,536,915	60
New Haven–Waterbury–Meriden	1,457,010	61
Raleigh–Durham	1,443,608	62
Worcester–Fitchburg–Leominster	1,412,044	63
Buffalo	1,381,739	64
Grand Rapids	1,354,298	65
Oxnard–Ventura	1,351,243	66
Harrisburg–Lebanon–Carlisle	1,338,877	67
Providence–Pawtucket–Woonsocket	1,278,379	68
Lake County, Ill.	1,273,078	69
Tulsa	1,260,043	70
Allentown–Bethlehem–Easton	1,201,807	71
Austin	1,194,366	72
Honolulu	1,131,881	73
Knoxville	1,118,212	74
Syracuse	1,099,904	75
Omaha	1,098,680	76
Scranton–Wilkes-Barre	1,060,772	77
Las Vegas	1,047,660	78
Little Rock–North Little Rock	1,006,480	79
Toledo	998,714	80
Wilmington, Del.	994,010	81
Albuquerque	976,921	82
Akron	945,461	83
Greenville–Spartanburg	942,867	84
Springfield, Mass.	913,627	85
New Bedford–Fall River–Attleboro	896,825	86
Tacoma	871,509	87
Fresno	845,010	88
Portsmouth–Dover–Rochester	817,558	89
Baton Rouge	807,749	90
Tucson	807,632	91
Manchester–Nashua	803,418	92
Lancaster	799,604	93
Flint	795,328	94
Jackson, Miss.	788,680	95
Youngstown–Warren	777,682	96
Gary–Hammond	771,355	97
Charleston, S.C.	762,996	98
Des Moines	753,314	99
Columbia, S.C.	752,231	100
Total Top 100	**245,523,851**	
Mobile	746,139	101
El Paso	736,194	102
Fort Myers–Cape Coral	720,466	103
York	717,279	104
Wichita	710,303	105
Lansing–East Lansing	699,378	106
Saginaw–Bay City–Midland	693,385	107
Madison	679,293	108
Melbourne–Titusville–Palm Bay	674,109	109
Stockton	672,886	110
Lexington-Fayette	665,994	111
Sarasota	663,853	112
Fort Wayne	661,544	113
Chattanooga	656,575	114
Colorado Springs	640,511	115
Spokane	629,953	116
Bakersfield	624,692	117
Johnson City–Kingsport–Bristol	615,040	118
Lakeland–Winter Haven	605,921	119
Peoria	604,059	120
Atlantic City	603,389	121
Beaumont–Port Arthur	603,120	122
Canton	582,372	123
Montgomery	581,157	124
Santa Rosa–Petaluma	579,618	125
Augusta	579,073	126
Trenton	575,894	127
Davenport–Rock Island–Moline	573,634	128
Ann Arbor	560,201	129
Shreveport	560,089	130
Orange County, N.Y.	548,176	131
Eugene–Springfield	547,593	132
Reading	546,975	133
Daytona Beach	543,638	134
Fort Pierce	543,400	135
Aurora–Elgin	542,595	136
Appleton–Oshkosh–Neenah	538,177	137
Pensacola	530,112	138
Macon–Warner Robins	529,131	139
Vallejo–Fairfield–Napa	528,851	140
Springfield, Mo.	521,009	141
Portland, Me.	511,208	142
New London–Norwich	510,498	143
Corpus Christi	510,250	144
Huntsville	498,580	145
Joliet	497,496	146
Hamilton–Middletown	479,922	147
South Bend–Mishawaka	472,551	148
Lubbock	471,313	149
Modesto	471,246	150
Total Top 150	**275,082,693**	
Charleston, W.Va.	463,769	151
Santa Cruz	459,509	152
Lorain–Elyria	458,091	153
Roanoke	456,455	154
Poughkeepsie	456,002	155
Reno	446,560	156
Jersey City	427,770	157
Utica–Rome	426,604	158
Amarillo	423,757	159
Boulder–Longmont	414,694	160
Elkhart–Goshen	413,866	161
Binghamton	413,291	162
Columbus, Ga.	409,302	163
Santa Barbara–Santa Maria–Lompoc	405,036	164
Evansville	396,441	165
Fayetteville, N.C.	388,635	166
Anchorage	387,417	167
Salinas–Seaside–Monterey	382,282	168
Green Bay	377,807	169
Erie	377,442	170
Huntington–Ashland	374,447	171
Rockford	374,294	172
Savannah	371,817	173
Salem, Ore.	369,000	174
Hickory–Morganton	351,540	175
Kalamazoo	346,616	176
Gainesville	345,124	177
Bangor	341,750	178
Racine	341,495	179
Lincoln	339,379	180
Bradenton	330,356	181
Longview–Marshall	328,055	182
Duluth	320,121	183
Boise	319,527	184
Cedar Rapids	313,973	185
Clarksville–Hopkinsville	313,264	186
McAllen–Edinburg–Mission	312,872	187
Tallahassee	312,243	188
Vineland–Millville–Bridgeton	307,140	189
Topeka	300,582	190
Tyler	296,276	191
Lima	294,665	192
Visalia–Tulare–Porterville	294,050	193
Medford	293,012	194
Lafayette, La.	289,640	195
Niagara Falls	285,357	196
Monroe	282,073	197
Sioux Falls	281,777	198
Killeen–Temple	281,409	199
Fargo–Moorhead	280,951	200
Total Top 200	**293,060,229**	
Ocala	280,722	201
Dothan	275,688	202
Galveston–Texas City	274,694	203
Fort Collins–Loveland	274,056	204
Biloxi–Gulfport	273,461	205
St. Cloud	270,333	206
Springfield, Ill.	269,514	207
Johnstown	266,451	208
Waterloo–Cedar Falls	264,204	209
Glens Falls	262,184	210
Parkersburg–Marietta	261,448	211
Fort Smith	261,116	212
Benton Harbor	256,437	213
Kokomo	252,515	214
Brazoria	251,850	215
Naples	249,513	216
Decatur, Ala.	246,846	217
Lafayette–West Lafayette	245,806	218
Rochester, Minn.	245,750	219
Janesville–Beloit	244,688	220
Joplin	243,661	221
Tuscaloosa	241,220	222
Battle Creek	238,072	223
Billings	237,883	224
Brownsville–Harlingen	237,857	225
Asheville	234,142	226
Waco	233,255	227
Altoona	231,238	228
Richland–Kennewick–Pasco	231,192	229
Burlington, Vt.	230,375	230
Vancouver	230,169	231
Fort Walton Beach	228,743	232
Fayetteville–Springdale	228,600	233
Panama City	225,867	234
Redding	225,775	235
Yakima	220,278	236
Williamsport	219,974	237
Muskegon	218,555	238
Burlington, N.C.	217,470	239
Anderson, Ind.	217,364	240
Rapid City	217,195	241
Florence, S.C.	216,613	242
Wilmington, N.C.	216,485	243
Jamestown–Dunkirk	216,416	244
Eau Claire	215,021	245
Pittsfield	212,672	246
Anniston	212,503	247
Mansfield	209,824	248
Champaign–Urbana–Rantoul	209,539	249
Odessa	208,297	250
Total Top 250	**305,013,759**	
Lewiston–Auburn	207,766	251
Wichita Falls	206,998	252
Houma–Thibodaux	203,465	253
Hagerstown	200,880	254
Lake Charles	200,576	255
Florence, Ala.	200,482	256
Charlottesville	199,772	257
Olympia	198,113	258
Anderson, S.C.	197,072	259
Terre Haute	196,796	260
Bloomington–Normal	196,794	261
Alexandria, La.	196,571	262
Columbia, Mo.	194,579	263
Abilene	193,332	264
Jacksonville, N.C.	192,649	265
Chico	192,068	266
La Crosse	191,120	267
Wheeling	187,410	268
Decatur, Ill.	182,608	269
Wausau	182,004	270
Provo–Orem	181,638	271
Texarkana	179,768	272
Bismarck	179,686	273
Bremerton	177,813	274
Jackson, Mich.	176,715	275
Beaver County, Pa.	175,142	276
Sherman–Denison	172,444	277
Lynchburg	170,061	278
Kankakee	168,477	279
Sharon	162,129	280
Grand Forks	161,961	281
Pueblo	160,521	282
Albany, Ga.	160,388	283
Yuma	158,709	284
Merced	157,997	285
State College	157,752	286
Athens	155,599	287
Sioux City	154,820	288
Gadsden	153,936	289
Midland, Tex.	150,512	290
Cheyenne	149,862	291
Muncie	149,436	292
San Angelo	147,262	293
Sheboygan	144,930	294
Lawton	144,323	295
St. Joseph	144,313	296
Greeley	144,162	297
Bellingham	142,632	298
Dubuque	142,328	299
Steubenville–Weirton	140,242	300
Bloomington, Ind.	138,698	301
Bryan–College Station	137,353	302
Pine Bluff	135,364	303
Danville, Va.	134,417	304
Santa Fe	130,734	305
Owensboro	128,114	306
Great Falls	127,730	307
Elmira	127,426	308
Iowa City	116,284	309
Casper	116,099	310
Jackson, Tenn.	115,842	311
Las Cruces	111,220	312
Victoria	110,678	313
Kenosha	110,015	314
Pascagoula	106,948	315
Yuba City	106,026	316
Cumberland	100,264	317
Enid	92,848	318
Laredo	87,583	319
Lawrence, Kans.	86,117	320
Total Above Areas	**316,320,132**	
Percent of U.S.	**82.7475**	
U.S. Total	**381,909,001**	

Drugstore Sales

Area	($000)	Rank
Chicago	2,511,240	1
Los Angeles–Long Beach	2,344,791	2
New York	1,926,731	3
Philadelphia	1,224,469	4
Detroit	1,198,155	5
Washington	1,135,939	6
Boston–Lawrence–Salem–Lowell–Brockton	1,034,879	7
Nassau–Suffolk	834,099	8
Oakland	801,216	9
Atlanta	727,297	10
Miami–Hialeah	681,049	11
San Francisco	670,020	12
Anaheim–Santa Ana	664,417	13
San Diego	638,624	14
Tampa–St. Petersburg–Clearwater	603,446	15
Seattle	593,664	16
Houston	588,686	17
Baltimore	576,725	18
San Jose	572,545	19
Phoenix	562,430	20
St. Louis	532,950	21
Riverside–San Bernardino	529,983	22
Sacramento	525,735	23
Cleveland	521,451	24
Dallas	519,304	25
Pittsburgh	504,692	26
Fort Lauderdale–Hollywood–Pompano Beach	472,623	27
Honolulu	422,370	28
Minneapolis–St. Paul	415,719	29
New Orleans	406,508	30
Newark	369,739	31
Milwaukee	363,878	32
Cincinnati	357,117	33
Indianapolis	340,343	34
Bergen–Passaic	332,202	35
Jacksonville, Fla.	324,097	36
Charlotte–Gastonia–Rock Hill	320,858	37
West Palm Beach–Boca Raton–Delray Beach	313,567	38
Louisville	306,554	39
Kansas City	301,000	40
Columbus, Ohio	300,687	41
Norfolk–Virginia Beach–Newport News	298,993	42
Buffalo	296,835	43
Hartford–New Britain–Middletown–Bristol	286,576	44
Memphis	285,861	45
Fort Worth–Arlington	274,430	46
Greensboro–Winston-Salem–High Point	273,656	47
Providence–Pawtucket–Woonsocket	268,340	48
Rochester, N.Y.	268,253	49
Nashville	253,546	50
Total Top 50	**30,878,289**	
Birmingham	242,967	51
Fresno	239,830	52
Orlando	236,979	53
Denver	235,414	54
Albany–Schenectady–Troy	229,832	55
Richmond–Petersburg	229,489	56
Monmouth–Ocean	221,861	57
Raleigh–Durham	215,720	58
Scranton–Wilkes-Barre	209,419	59
San Antonio	201,712	60
Middlesex–Somerset–Hunterdon	200,780	61
Dayton–Springfield	199,525	62
Oxnard–Ventura	195,379	63
Syracuse	190,849	64
Bridgeport–Stamford–Norwalk–Danbury	188,290	65
Lake County, Ill.	187,667	66
Worcester–Fitchburg–Leominster	183,418	67
Oklahoma City	181,615	68
Gary–Hammond	179,222	69
Portland, Ore.	177,551	70
Modesto	176,301	71
Greenville–Spartanburg	176,009	72
Tucson	172,526	73
New Haven–Waterbury–Meriden	169,523	74
Stockton	168,748	75
Wilmington, Del.	168,581	76
Allentown–Bethlehem–Easton	168,209	77
Santa Rosa–Petaluma	165,061	78
Knoxville	157,213	79
Las Vegas	155,889	80
Bakersfield	155,357	81
Toledo	152,317	82
Mobile	147,900	83
Vallejo–Fairfield–Napa	146,947	84
Austin	145,970	85
Springfield, Mass.	140,953	86
Baton Rouge	135,462	87
Albuquerque	133,885	88
Youngstown–Warren	133,613	89
Harrisburg–Lebanon–Carlisle	132,051	90
Omaha	128,666	91
New Bedford–Fall River–Attleboro	126,578	92
Santa Barbara–Santa Maria–Lompoc	125,877	93
Aurora–Elgin	120,137	94
Tacoma	115,098	95
Daytona Beach	114,714	96
Akron	114,012	97
Joliet	111,969	98
Terre Haute	111,640	99
Davenport–Rock Island–Moline	111,556	100
Total Top 100	**39,308,570**	
Flint	110,593	101
Jersey City	110,022	102
Fort Wayne	108,733	103
Salinas–Seaside–Monterey	108,395	104
Columbia, S.C.	107,942	105
Tulsa	106,038	106
Sarasota	105,720	107
Salt Lake City–Ogden	105,161	108
Augusta	105,007	109
Lakeland–Winter Haven	103,967	110
Grand Rapids	102,151	111
Charleston, S.C.	100,554	112
Johnson City–Kingsport–Bristol	99,099	113
Lexington-Fayette	98,768	114
Utica–Rome	98,652	115
Lancaster	98,538	116
Visalia–Tulare–Porterville	98,503	117
Jackson, Miss.	98,209	118
Fort Myers–Cape Coral	94,371	119
Santa Cruz	92,121	120
Shreveport	91,747	121
Des Moines	90,696	122
Peoria	90,299	123
Fort Pierce	85,161	124
Atlantic City	84,754	125
Saginaw–Bay City–Midland	84,713	126
York	83,470	127
Reno	82,184	128
Chattanooga	81,626	129
Charleston, W.Va.	81,233	130
Binghamton	79,873	131
Portsmouth–Dover–Rochester	79,262	132
Huntington–Ashland	79,250	133
Erie	79,202	134
Manchester–Nashua	79,006	135
Trenton	78,953	136
Little Rock–North Little Rock	78,700	137
Spokane	77,671	138
Melbourne–Titusville–Palm Bay	77,177	139
Pensacola	75,925	140
Madison	74,435	141
Rockford	70,702	142
Chico	70,425	143
El Paso	70,194	144
Beaumont–Port Arthur	70,132	145
Springfield, Ill.	69,637	146
Portland, Me.	69,055	147
Macon–Warner Robins	68,618	148
Poughkeepsie	67,794	149
Canton	67,769	150
Total Top 150	**43,700,777**	
Savannah	67,745	151
Redding	67,452	152
Lansing–East Lansing	67,026	153
South Bend–Mishawaka	66,270	154
Salem, Ore.	66,071	155
Orange County, N.Y.	65,894	156
Hickory–Morganton	65,844	157
Evansville	65,802	158
Reading	65,549	159
Lorain–Elyria	65,030	160
Roanoke	64,893	161
St. Cloud	64,274	162
Wichita	64,184	163
Ann Arbor	63,666	164
Montgomery	62,058	165
Anchorage	61,215	166
Johnstown	60,924	167
Eugene–Springfield	58,212	168
Niagara Falls	57,848	169
Vancouver	54,774	170
Columbus, Ga.	54,172	171
Ocala	54,141	172
Merced	54,063	173
Appleton–Oshkosh–Neenah	53,373	174
Bradenton	52,234	175
Colorado Springs	51,473	176
Hamilton–Middletown	50,954	177
Bremerton	48,421	178
Kalamazoo	47,555	179
Duluth	46,803	180
Tallahassee	46,629	181
Biloxi–Gulfport	46,611	182
New London–Norwich	46,599	183
Cedar Rapids	46,493	184
Naples	46,032	185
Monroe	45,761	186
Fayetteville, N.C.	44,662	187
Houma–Thibodaux	44,621	188
Topeka	44,308	189
Huntsville	44,273	190
Champaign–Urbana–Rantoul	44,057	191
Asheville	43,854	192
Richland–Kennewick–Pasco	43,579	193
Corpus Christi	42,999	194
Racine	42,935	195
Sioux Falls	42,826	196
Lafayette, La.	42,725	197
Bloomington–Normal	41,870	198
Lincoln	41,833	199
Decatur, Ill.	41,703	200
Total Top 200	**46,373,067**	
Elkhart–Goshen	40,570	201
Galveston–Texas City	40,551	202
Lake Charles	40,539	203
Wheeling	40,309	204
Anderson, S.C.	40,286	205
Tuscaloosa	40,145	206
Boulder–Longmont	39,943	207
Lynchburg	39,930	208
Longview–Marshall	38,892	209
Olympia	38,748	210
Athens	36,974	211
Wilmington, N.C.	36,919	212
Yakima	36,633	213
Glens Falls	36,522	214
Parkersburg–Marietta	36,401	215
Battle Creek	36,373	216
Beaver County, Pa.	36,229	217
Panama City	35,260	218
Boise	35,024	219
Benton Harbor	35,012	220
Bellingham	34,827	221
Lima	34,672	222
Burlington, N.C.	34,569	223
Fort Walton Beach	34,560	224
Gainesville	34,129	225
Hagerstown	34,055	226
Altoona	34,050	227
Pittsfield	33,555	228
Muskegon	33,537	229
Charlottesville	33,482	230
Steubenville–Weirton	32,860	231
Waterloo–Cedar Falls	32,822	232
Vineland–Millville–Bridgeton	32,691	233
Kankakee	32,231	234
Amarillo	32,230	235
Danville, Va.	32,155	236
Bangor	31,898	237
Janesville–Beloit	31,755	238
Provo–Orem	31,399	239
Lafayette–West Lafayette	31,244	240
Springfield, Mo.	31,124	241
Jackson, Mich.	30,411	242
Burlington, Vt.	30,259	243
Alexandria, La.	29,966	244
Cumberland	29,909	245
Fort Smith	29,906	246
Clarksville–Hopkinsville	29,378	247
Sherman–Denison	29,374	248
Lubbock	29,371	249
Santa Fe	29,314	250
Total Top 250	**48,096,060**	
Muncie	29,226	251
Jamestown–Dunkirk	29,014	252
McAllen–Edinburg–Mission	28,861	253
Anderson, Ind.	28,766	254
Elmira	28,469	255
Fargo–Moorhead	28,085	256
Brownsville–Harlingen	27,861	257
Anniston	27,738	258
Tyler	27,611	259
Williamsport	27,534	260
Brazoria	27,344	261
Yuba City	27,172	262
Waco	27,148	263
Fort Collins–Loveland	26,776	264
Owensboro	26,615	265
Sharon	26,231	266
Yuma	26,170	267
Kokomo	26,142	268
Killeen–Temple	25,880	269
Pascagoula	25,501	270
State College	24,805	271
Florence, S.C.	24,797	272
Gadsden	24,323	273
Medford	23,795	274
Wichita Falls	23,595	275
Dothan	23,580	276
Decatur, Ala.	22,644	277
Dubuque	22,422	278
Sioux City	22,320	279
Mansfield	21,966	280
Green Bay	21,514	281
Iowa City	21,259	282
Midland, Tex.	20,900	283
Bloomington, Ind.	20,261	284
Florence, Ala.	20,211	285
Lewiston–Auburn	20,146	286
Texarkana	19,870	287
Bismarck	19,858	288
Albany, Ga.	19,319	289
Rochester, Minn.	18,796	290
Jacksonville, N.C.	18,698	291
Pueblo	18,622	292
Abilene	18,605	293
Eau Claire	18,217	294
Rapid City	18,216	295
Odessa	18,213	296
Sheboygan	18,159	297
Kenosha	17,590	298
Pine Bluff	16,830	299
Joplin	16,613	300
Las Cruces	16,512	301
La Crosse	16,470	302
Billings	16,344	303
Columbia, Mo.	15,957	304
Jackson, Tenn.	15,547	305
Lawton	13,693	306
Greeley	13,578	307
Great Falls	13,237	308
Enid	12,536	309
Fayetteville–Springdale	12,073	310
St. Joseph	12,025	311
Bryan–College Station	11,785	312
San Angelo	11,707	313
Victoria	10,073	314
Laredo	9,718	315
Grand Forks	9,114	316
Wausau	9,091	317
Lawrence, Kans.	8,218	318
Cheyenne	6,649	319
Casper	5,281	320
Total Above Areas	**49,499,956**	
Percent of U.S.	**81.3666**	
U.S. Total	**60,835,684**	

Apparel and Accessories Store Sales

Area	($000)	Rank
New York	4,684,414	1
Los Angeles–Long Beach	4,215,658	2
Chicago	3,544,261	3
Philadelphia	2,202,649	4
Boston–Lawrence–Salem–Lowell–Brockton	2,028,955	5
Washington	1,886,610	6
Detroit	1,863,782	7
Nassau–Suffolk	1,746,141	8
Houston	1,404,828	9
Dallas	1,356,128	10
Anaheim–Santa Ana	1,317,809	11
San Francisco	1,111,733	12
Atlanta	1,090,625	13
San Diego	1,084,517	14
Seattle	1,048,224	15
Minneapolis–St. Paul	960,034	16
Bergen–Passaic	944,936	17
Baltimore	942,902	18
Miami–Hialeah	929,456	19
Newark	889,124	20
St. Louis	856,358	21
San Jose	790,247	22
Oakland	788,480	23
Cleveland	720,130	24
Pittsburgh	689,859	25
Phoenix	679,378	26
Riverside–San Bernardino	640,873	27
Middlesex–Somerset–Hunterdon	596,962	28
Denver	590,229	29
San Antonio	582,057	30
Bridgeport–Stamford–Norwalk–Danbury	577,179	31
Tampa–St. Petersburg–Clearwater	569,954	32
Hartford–New Britain–Middletown–Bristol	561,994	33
Portland, Ore.	543,965	34
Honolulu	536,712	35
Norfolk–Virginia Beach–Newport News	501,633	36
Kansas City	499,569	37
Fort Worth–Arlington	497,148	38
New Orleans	496,170	39
Columbus, Ohio	485,948	40
West Palm Beach–Boca Raton–Delray Beach	484,997	41
Milwaukee	471,596	42
Fort Lauderdale–Hollywood–Pompano Beach	470,605	43
Monmouth–Ocean	465,751	44
Sacramento	464,945	45
Cincinnati	447,152	46
Charlotte–Gastonia–Rock Hill	435,671	47
Birmingham	420,086	48
Orlando	417,819	49
Oklahoma City	408,550	50
Total Top 50	**51,944,803**	
Indianapolis	397,175	51
Nashville	392,023	52
Memphis	388,426	53
Greensboro–Winston-Salem–High Point	367,034	54
Salt Lake City–Ogden	357,756	55
Rochester, N.Y.	354,674	56
Albany–Schenectady–Troy	350,978	57
Buffalo	347,133	58
New Haven–Waterbury–Meriden	341,965	59
Austin	338,987	60
Providence–Pawtucket–Woonsocket	338,612	61
Richmond–Petersburg	337,058	62
Jersey City	326,259	63
Raleigh–Durham	316,465	64
Syracuse	294,570	65
Grand Rapids	292,634	66
Tulsa	282,676	67
Louisville	278,623	68
Las Vegas	271,426	69
Jacksonville, Fla	267,922	70
Scranton–Wilkes Barre	265,766	71
Dayton–Springfield	261,496	72
Greenville–Spartanburg	255,477	73
Knoxville	251,710	74
Worcester–Fitchburg–Leominster	247,163	75
Springfield, Mass.	244,898	76
New Bedford–Fall River–Attleboro	242,553	77
Lake County, Ill.	238,805	78
Reading	233,312	79
Allentown–Bethlehem–Easton	220,257	80
Little Rock–North Little Rock	215,689	81
Omaha	209,727	82
Oxnard–Ventura	205,527	83
El Paso	198,231	84
Manchester–Nashua	195,901	85
Trenton	191,300	86
Tucson	186,385	87
Albuquerque	185,170	88
Charleston, S.C.	184,398	89
Akron	179,786	90
Atlantic City	174,813	91
Harrisburg–Lebanon–Carlisle	173,643	92
Baton Rouge	172,493	93
Wilmington, Del.	170,520	94
Des Moines	168,879	95
Toledo	167,597	96
Tacoma	164,084	97
Fresno	163,991	98
Aurora–Elgin	161,662	99
Lancaster	158,108	100
Total Top 100	**64,676,540**	
Youngstown–Warren	158,066	101
Portsmouth–Dover–Rochester	156,627	102
Chattanooga	156,065	103
Wichita	155,980	104
Anchorage	154,949	105
Columbia, S.C.	154,352	106
Madison	152,561	107
Lexington-Fayette	151,628	108
Terre Haute	148,053	109
Flint	145,009	110
Santa Barbara–Santa Maria–Lompoc	142,005	111
Gary–Hammond	141,571	112
Saginaw–Bay City–Midland	139,416	113
Poughkeepsie	138,337	114
Orange County, N.Y.	137,004	115
McAllen–Edinburg–Mission	136,135	116
Spokane	135,479	117
Beaumont–Port Arthur	133,170	118
Lansing–East Lansing	132,198	119
Jackson, Miss.	129,444	120
Colorado Springs	128,363	121
Portland, Me.	127,902	122
Shreveport	127,756	123
Fort Myers–Cape Coral	127,619	124
Mobile	126,789	125
Santa Rosa–Petaluma	125,996	126
Salinas–Seaside–Monterey	125,284	127
Ann Arbor	124,395	128
Huntsville	121,594	129
Bakersfield	120,750	130
Fort Wayne	120,727	131
New London–Norwich	114,659	132
York	114,122	133
Stockton	112,482	134
Davenport–Rock Island–Moline	109,326	135
Lubbock	108,538	136
Montgomery	108,144	137
Amarillo	107,643	138
Sarasota	106,725	139
Canton	106,609	140
Augusta	106,197	141
Utica–Rome	105,995	142
Evansville	105,657	143
Roanoke	101,069	144
Peoria	99,178	145
Lafayette, La.	98,393	146
Daytona Beach	97,413	147
Corpus Christi	97,305	148
Johnson City–Kingsport–Bristol	97,113	149
Appleton–Oshkosh–Neenah	95,410	150
Total Top 150	**70,943,742**	
Modesto	94,136	151
Lincoln	92,376	152
Lakeland–Winter Haven	91,948	153
Vallejo–Fairfield–Napa	89,977	154
Brownsville–Harlingen	89,587	155
Eugene–Springfield	87,457	156
Savannah	87,347	157
Binghamton	84,672	158
Reno	84,185	159
Pensacola	83,045	160
Kalamazoo	82,949	161
Naples	81,503	162
South Bend–Mishawaka	80,974	163
Boulder–Longmont	80,712	164
Niagara Falls	79,551	165
Galveston–Texas City	78,748	166
Burlington, Vt.	78,658	167
Huntington–Ashland	77,305	168
Laredo	76,890	169
Charleston, W.Va.	76,583	170
Columbus, Ga.	75,685	171
Hickory–Morganton	75,345	172
Springfield, Mo.	74,623	173
Macon–Warner Robins	74,116	174
Monroe	73,911	175
Fort Pierce	71,390	176
Rockford	70,954	177
Salem, Ore.	69,596	178
Melbourne–Titusville–Palm Bay	69,578	179
Asheville	68,329	180
Erie	68,324	181
Tallahassee	68,254	182
Champaign–Urbana–Rantoul	68,037	183
Santa Cruz	67,523	184
Waco	66,167	185
Burlington, N.C.	66,128	186
Visalia–Tulare–Porterville	65,027	187
Charlottesville	64,411	188
Fayetteville, N.C.	64,260	189
Tyler	63,129	190
Boise	62,754	191
Duluth	62,633	192
Alexandria, La.	62,457	193
Joliet	61,421	194
Longview–Marshall	61,345	195
Green Bay	60,176	196
Bangor	59,645	197
Cedar Rapids	59,251	198
Pittsfield	58,135	199
Wilmington, N.C.	57,423	200
Total Top 200	**74,612,373**	
Sioux Falls	56,292	201
Topeka	55,255	202
Racine	54,406	203
Springfield, Ill.	53,883	204
Bradenton	52,908	205
Fargo–Moorhead	52,846	206
St. Cloud	52,046	207
Gainesville	51,852	208
Vancouver	51,349	209
Dothan	51,183	210
Tuscaloosa	50,808	211
Santa Fe	48,968	212
Fort Collins–Loveland	48,772	213
Yakima	47,747	214
Killeen–Temple	47,569	215
Williamsport	47,012	216
Lake Charles	46,627	217
Abilene	46,340	218
Odessa	46,280	219
Midland, Tex.	46,147	220
Fort Smith	45,681	221
Glens Falls	45,643	222
Johnstown	45,498	223
Provo–Orem	45,444	224
Rochester, Minn.	44,615	225
Bloomington–Normal	44,422	226
State College	42,741	227
Lima	42,537	228
Elkhart–Goshen	42,407	229
Medford	42,232	230
Panama City	42,143	231
Lorain–Elyria	42,087	232
Texarkana	41,900	233
Vineland–Millville–Bridgeton	41,564	234
Elmira	41,286	235
Ocala	41,246	236
Eau Claire	40,938	237
Bloomington, Ind.	40,056	238
Kenosha	39,839	239
Benton Harbor	39,774	240
Anniston	39,734	241
Athens	39,540	242
Altoona	39,489	243
Anderson, S.C.	39,383	244
Wheeling	39,372	245
Decatur, Ill.	39,178	246
Lynchburg	39,073	247
Houma–Thibodaux	38,903	248
Bremerton	38,712	249
Columbia, Mo.	38,689	250
Total Top 250	**76,864,789**	
Joplin	38,629	251
Billings	38,203	252
Brazoria	38,105	253
Fayetteville–Springdale	38,028	254
Lafayette–West Lafayette	37,849	255
Florence, S.C.	37,778	256
Sharon	37,469	257
Battle Creek	37,373	258
Decatur, Ala.	37,362	259
Clarksville–Hopkinsville	37,141	260
Wichita Falls	36,230	261
Bryan–College Station	36,222	262
San Angelo	36,206	263
Sioux City	35,982	264
Gadsden	35,879	265
Rapid City	35,639	266
Grand Forks	35,595	267
Mansfield	35,294	268
La Crosse	35,140	269
Florence, Ala.	34,448	270
Redding	34,298	271
Bellingham	34,211	272
Jackson, Tenn.	33,887	273
Olympia	33,598	274
Fort Walton Beach	33,535	275
Albany, Ga.	32,845	276
Parkersburg–Marietta	32,696	277
Janesville–Beloit	32,523	278
Chico	32,504	279
Biloxi–Gulfport	32,451	280
Waterloo–Cedar Falls	32,406	281
Beaver County, Pa.	30,670	282
Lawton	29,786	283
Jamestown–Dunkirk	29,640	284
Wausau	29,634	285
Muncie	29,538	286
Hamilton–Middletown	29,336	287
Victoria	29,043	288
Hagerstown	28,520	289
Sherman–Denison	28,415	290
Iowa City	27,272	291
Jacksonville, N.C.	26,374	292
Pueblo	26,347	293
Dubuque	26,323	294
Anderson, Ind.	26,261	295
Richland–Kennewick–Pasco	26,018	296
Las Cruces	25,821	297
Merced	25,758	298
Muskegon	25,252	299
Cheyenne	24,388	300
Bismarck	24,188	301
Owensboro	23,977	302
Steubenville–Weirton	22,911	303
Pascagoula	22,534	304
Cumberland	22,361	305
Pine Bluff	22,168	306
Lewiston–Auburn	22,163	307
Jackson, Mich.	21,955	308
Danville, Va.	21,730	309
Enid	21,663	310
Great Falls	21,221	311
Yuma	21,160	312
Yuba City	20,776	313
Lawrence, Kans.	20,431	314
Greeley	19,788	315
Kankakee	19,555	316
Casper	18,175	317
Sheboygan	13,222	318
St. Joseph	12,148	319
Kokomo	2,338	320
Total Above Areas	**78,883,175**	
Percent of U.S.	**87.3880**	
U.S. Total	**90,267,776**	

Building Material and Hardware Store Sales

Area	($000)	Rank
Los Angeles–Long Beach	2,923,175	1
Chicago	1,930,236	2
Detroit	1,484,627	3
Boston–Lawrence–Salem–Lowell–Brockton	1,418,134	4
Philadelphia	1,417,405	5
New York	1,380,012	6
Nassau–Suffolk	1,361,296	7
Atlanta	1,316,995	8
Minneapolis–St. Paul	1,291,955	9
Washington	1,270,068	10
Anaheim–Santa Ana	1,148,182	11
San Diego	1,028,931	12
Riverside–San Bernardino	1,025,673	13
St. Louis	943,597	14
Dallas	921,501	15
Houston	914,899	16
Seattle	820,715	17
Phoenix	792,947	18
Oakland	762,505	19
Baltimore	743,142	20
Tampa–St. Petersburg–Clearwater	703,266	21
Kansas City	658,220	22
Sacramento	639,017	23
San Francisco	618,336	24
San Jose	599,091	25
Denver	571,806	26
Cincinnati	553,758	27
Indianapolis	534,082	28
Pittsburgh	529,117	29
Columbus, Ohio	526,623	30
Newark	522,429	31
Cleveland	521,786	32
Hartford–New Britain–Middletown–Bristol	507,520	33
Charlotte–Gastonia–Rock Hill	504,096	34
Milwaukee	499,943	35
Fort Worth–Arlington	487,452	36
Norfolk–Virginia Beach–Newport News	462,303	37
Orlando	436,961	38
Monmouth–Ocean	431,305	39
Bridgeport–Stamford–Norwalk–Danbury	426,495	40
Miami–Hialeah	425,884	41
Portland, Ore.	425,713	42
Bergen–Passaic	425,556	43
Greensboro–Winston-Salem–High Point	418,176	44
Middlesex–Somerset–Hunterdon	411,547	45
Fort Lauderdale–Hollywood–Pompano Beach	394,992	46
Raleigh–Durham	391,951	47
New Haven–Waterbury–Meriden	379,350	48
Grand Rapids	377,310	49
Nashville	369,624	50
Total Top 50	**39,649,704**	
Salt Lake City–Ogden	362,355	51
New Orleans	359,042	52
Albany–Schenectady–Troy	353,486	53
Rochester, N.Y.	349,120	54
Providence–Pawtucket–Woonsocket	340,127	55
San Antonio	334,454	56
Louisville	328,731	57
Oklahoma City	326,138	58
Jacksonville, Fla.	323,808	59
Dayton–Springfield	319,860	60
Richmond–Petersburg	314,787	61
Scranton–Wilkes-Barre	313,486	62
Las Vegas	306,864	63
Austin	299,028	64
West Palm Beach–Boca Raton–Delray Beach	296,971	65
Allentown–Bethlehem–Easton	292,564	66
Little Rock–North Little Rock	287,646	67
Lake County, Ill.	281,719	68
Birmingham	278,037	69
Tulsa	275,715	70
Santa Rosa–Petaluma	268,135	71
Greenville–Spartanburg	267,426	72
Oxnard–Ventura	265,915	73
Worcester–Fitchburg–Leominster	262,268	74
Tucson	256,549	75
Aurora–Elgin	255,154	76
Memphis	251,600	77
Akron	251,374	78
Springfield, Mass.	250,837	79
Buffalo	244,062	80
Syracuse	243,760	81
Lancaster	242,729	82
Portsmouth–Dover–Rochester	242,715	83
Tacoma	233,711	84
Albuquerque	233,633	85
Knoxville	228,270	86
Fort Wayne	222,155	87
Harrisburg–Lebanon–Carlisle	221,552	88
Fresno	214,304	89
Columbia, S.C.	213,304	90
Fort Myers–Cape Coral	211,014	91
Baton Rouge	210,916	92
Omaha	210,914	93
Wilmington, Del.	202,852	94
Bakersfield	202,621	95
Wichita	200,675	96
Honolulu	197,143	97
Charleston, S.C.	188,911	98
Madison	188,316	99
Manchester–Nashua	184,611	100
Total Top 100	**52,861,068**	
Toledo	181,893	101
El Paso	180,127	102
Joliet	179,250	103
Modesto	179,097	104
Lansing–East Lansing	178,826	105
Lakeland–Winter Haven	177,882	106
Des Moines	173,974	107
Vallejo–Fairfield–Napa	173,972	108
Flint	173,318	109
Augusta	172,265	110
New Bedford–Fall River–Attleboro	171,003	111
Orange County, N.Y.	169,085	112
Gary–Hammond	168,177	113
Sarasota	166,800	114
Portland, Me.	164,925	115
Stockton	162,540	116
Appleton–Oshkosh–Neenah	161,258	117
Rockford	156,542	118
Colorado Springs	155,936	119
Johnson City–Kingsport–Bristol	152,707	120
York	151,096	121
Daytona Beach	149,004	122
Fort Pierce	147,833	123
Springfield, Mo.	145,448	124
Santa Barbara–Santa Maria–Lompoc	144,766	125
Melbourne–Titusville–Palm Bay	143,175	126
Chattanooga	143,028	127
New London–Norwich	142,943	128
Saginaw–Bay City–Midland	142,588	129
St. Cloud	141,634	130
Atlantic City	141,255	131
Reno	140,440	132
Mobile	138,894	133
Poughkeepsie	134,416	134
Youngstown–Warren	132,323	135
Ann Arbor	130,817	136
Jackson, Miss.	129,300	137
Evansville	128,992	138
Shreveport	128,297	139
Peoria	128,225	140
Santa Cruz	128,034	141
Spokane	122,106	142
Green Bay	121,060	143
Canton	119,926	144
Beaumont–Port Arthur	119,069	145
Tallahassee	117,938	146
Roanoke	115,279	147
South Bend–Mishawaka	113,850	148
Pensacola	112,642	149
Boulder–Longmont	112,441	150
Total Top 150	**60,227,464**	
Utica–Rome	112,161	151
Lexington-Fayette	111,742	152
Davenport–Rock Island–Moline	111,511	153
Fort Smith	108,685	154
Springfield, Ill.	108,470	155
Fayetteville, N.C.	108,343	156
Salinas–Seaside–Monterey	107,160	157
Ocala	106,888	158
Elkhart–Goshen	105,950	159
Lincoln	105,707	160
Anchorage	105,281	161
Salem, Ore.	103,956	162
Macon–Warner Robins	103,472	163
Hickory–Morganton	103,254	164
Charleston, W.Va.	102,928	165
McAllen–Edinburg–Mission	101,795	166
Duluth	101,186	167
Reading	101,034	168
Montgomery	100,216	169
Binghamton	100,065	170
Fort Collins–Loveland	97,659	171
Eugene–Springfield	95,901	172
Huntington–Ashland	91,877	173
Topeka	91,092	174
Corpus Christi	89,418	175
Burlington, Vt.	89,244	176
Trenton	88,601	177
Lubbock	87,880	178
Cedar Rapids	87,803	179
Amarillo	87,717	180
Kalamazoo	87,552	181
Columbia, Mo.	86,076	182
Racine	85,154	183
Visalia–Tulare–Porterville	84,268	184
Redding	81,817	185
Jersey City	80,514	186
Huntsville	79,922	187
Fargo–Moorhead	79,416	188
Pittsfield	79,263	189
Houma–Thibodaux	78,946	190
Savannah	78,845	191
Vancouver	78,586	192
Killeen–Temple	78,394	193
Champaign–Urbana–Rantoul	77,828	194
Bangor	77,197	195
Bremerton	76,293	196
Boise	76,290	197
Asheville	75,567	198
Longview–Marshall	74,974	199
Hamilton–Middletown	74,958	200
Total Top 200	**64,836,320**	
Anderson, S.C.	74,315	201
Florence, S.C.	73,374	202
Lake Charles	73,144	203
Tyler	72,943	204
Eau Claire	72,907	205
Gainesville	72,874	206
Fayetteville–Springdale	72,089	207
Columbus, Ga.	71,514	208
Waco	71,254	209
Fort Walton Beach	71,088	210
Chico	69,451	211
Janesville–Beloit	69,276	212
Olympia	68,919	213
Erie	68,790	214
Benton Harbor	67,666	215
Tuscaloosa	67,230	216
Bradenton	66,305	217
Yakima	66,140	218
Provo–Orem	66,015	219
Naples	65,022	220
Joplin	64,852	221
Sioux City	64,785	222
Lafayette, La.	64,105	223
Lorain–Elyria	63,928	224
Bloomington–Normal	63,810	225
Santa Fe	63,121	226
Sioux Falls	62,653	227
Galveston–Texas City	62,420	228
Athens	61,781	229
Bellingham	61,703	230
Johnstown	61,626	231
Clarksville–Hopkinsville	61,404	232
Decatur, Ill.	61,403	233
Rochester, Minn.	60,892	234
Medford	60,878	235
Panama City	60,473	236
Billings	60,024	237
Wausau	60,011	238
Jackson, Mich.	59,952	239
Charlottesville	59,902	240
Wilmington, N.C.	59,800	241
Terre Haute	59,778	242
Brownsville–Harlingen	59,520	243
Dothan	59,051	244
Wichita Falls	58,497	245
Lima	57,480	246
Monroe	57,151	247
Lafayette–West Lafayette	57,140	248
Alexandria, La.	55,860	249
Mansfield	55,816	250
Total Top 250	**68,056,452**	
Sherman–Denison	55,521	251
Lynchburg	55,333	252
Brazoria	54,957	253
Texarkana	54,229	254
Yuba City	54,028	255
Glens Falls	53,590	256
Burlington, N.C.	53,076	257
Parkersburg–Marietta	52,952	258
Waterloo–Cedar Falls	52,648	259
Abilene	52,187	260
Las Cruces	51,954	261
Rapid City	50,784	262
Biloxi–Gulfport	50,435	263
Muskegon	50,394	264
State College	49,926	265
Anderson, Ind.	49,550	266
Jacksonville, N.C.	48,335	267
Sheboygan	47,484	268
Jackson, Tenn.	47,111	269
Florence, Ala.	46,771	270
Yuma	46,720	271
Altoona	46,685	272
Hagerstown	46,097	273
Kokomo	45,745	274
Lawton	44,953	275
Albany, Ga.	44,837	276
Battle Creek	43,640	277
Muncie	42,827	278
Pueblo	42,447	279
Lewiston–Auburn	41,810	280
Wheeling	41,039	281
Niagara Falls	40,428	282
Jamestown–Dunkirk	40,227	283
Bloomington, Ind.	40,131	284
Grand Forks	40,053	285
Bryan–College Station	39,623	286
Richland–Kennewick–Pasco	39,206	287
Vineland–Millville–Bridgeton	38,644	288
Pine Bluff	38,514	289
Iowa City	37,338	290
Williamsport	37,298	291
San Angelo	36,819	292
Dubuque	36,042	293
Steubenville–Weirton	35,701	294
Greeley	35,489	295
Kankakee	35,431	296
Laredo	35,355	297
Odessa	34,956	298
Decatur, Ala.	34,705	299
Owensboro	34,067	300
Beaver County, Pa.	33,763	301
Merced	33,379	302
Anniston	33,347	303
Danville, Va.	33,068	304
La Crosse	32,809	305
Midland, Tex.	32,466	306
Bismarck	32,329	307
Cumberland	31,281	308
Pascagoula	31,256	309
Great Falls	30,381	310
Cheyenne	29,235	311
Kenosha	29,044	312
Lawrence, Kans.	28,605	313
Elmira	28,291	314
Gadsden	27,567	315
Sharon	26,568	316
Victoria	26,381	317
St. Joseph	24,135	318
Casper	22,514	319
Enid	17,125	320
Total Above Areas	**70,868,088**	
Percent of U.S.	**77.7775**	
U.S. Total	**91,116,405**	

Gasoline Service Station Sales

Area	($000)	Rank
Los Angeles–Long Beach	3,395,762	1
Chicago	2,700,100	2
Detroit	2,152,197	3
Washington	1,975,074	4
Philadelphia	1,848,522	5
Boston–Lawrence–Salem–Lowell–Brockton	1,686,828	6
Atlanta	1,613,757	7
Minneapolis–St. Paul	1,570,941	8
New York	1,501,860	9
St. Louis	1,383,412	10
Dallas	1,361,810	11
Houston	1,225,860	12
Riverside–San Bernardino	1,218,646	13
San Diego	1,190,132	14
Nassau–Suffolk	1,184,543	15
Anaheim–Santa Ana	1,069,178	16
Baltimore	1,002,861	17
Seattle	921,539	18
Cleveland	861,041	19
Oakland	844,482	20
Tampa–St. Petersburg–Clearwater	823,865	21
Phoenix	809,656	22
Kansas City	800,852	23
Denver	795,407	24
Miami–Hialeah	793,811	25
Milwaukee	791,046	26
Pittsburgh	781,685	27
Columbus, Ohio	775,723	28
Indianapolis	766,278	29
Fort Worth–Arlington	747,587	30
Cincinnati	747,434	31
Sacramento	738,178	32
Newark	708,465	33
San Francisco	671,047	34
Norfolk–Virginia Beach–Newport News	648,093	35
Nashville	615,964	36
Orlando	588,112	37
Bergen–Passaic	567,856	38
Hartford–New Britain–Middletown–Bristol	566,933	39
San Jose	560,386	40
Jacksonville, Fla.	554,663	41
San Antonio	546,211	42
Charlotte–Gastonia–Rock Hill	540,279	43
Portland, Ore.	537,790	44
New Orleans	529,236	45
Dayton–Springfield	527,398	46
Louisville	519,382	47
Richmond–Petersburg	512,954	48
Memphis	506,216	49
Fort Lauderdale–Hollywood–Pompano Beach	493,835	50
Total Top 50	**50,274,887**	
Monmouth–Ocean	474,605	51
Greensboro–Winston-Salem–High Point	473,685	52
New Haven–Waterbury–Meriden	469,400	53
Bridgeport–Stamford–Norwalk–Danbury	454,772	54
Providence–Pawtucket–Woonsocket	449,122	55
Middlesex–Somerset–Hunterdon	446,582	56
Birmingham	439,887	57
Rochester, N.Y.	438,422	58
Harrisburg–Lebanon–Carlisle	430,116	59
Oklahoma City	422,088	60
Gary–Hammond	420,644	61
West Palm Beach–Boca Raton–Delray Beach	418,554	62
Salt Lake City–Ogden	409,260	63
Knoxville	396,725	64
Buffalo	380,684	65
Toledo	361,673	66
Honolulu	360,873	67
Grand Rapids	358,613	68
Scranton–Wilkes-Barre	357,251	69
Albany–Schenectady–Troy	354,984	70
Worcester–Fitchburg–Leominster	353,105	71
Akron	349,347	72
Greenville–Spartanburg	342,650	73
Omaha	340,652	74
Wilmington, Del.	335,119	75
Oxnard–Ventura	331,612	76
Austin	319,266	77
Tulsa	312,021	78
Raleigh–Durham	310,061	79
Bakersfield	301,948	80
Youngstown–Warren	297,647	81
Flint	288,908	82
Springfield, Mass.	287,825	83
Lake County, Ill.	283,820	84
Allentown–Bethlehem–Easton	279,346	85
Fresno	264,095	86
Las Vegas	261,146	87
Tucson	257,538	88
El Paso	252,931	89
Des Moines	251,515	90
Syracuse	249,673	91
Joliet	246,275	92
Charleston, S.C.	245,330	93
Mobile	243,745	94
New Bedford–Fall River–Attleboro	238,263	95
Lansing–East Lansing	235,390	96
Little Rock–North Little Rock	234,821	97
Davenport–Rock Island–Moline	232,363	98
Baton Rouge	231,008	99
Lexington-Fayette	229,564	100
Total Top 100	**67,000,011**	
Madison	228,560	101
Columbia, S.C.	226,350	102
Melbourne–Titusville–Palm Bay	225,981	103
Tacoma	225,091	104
Chattanooga	223,860	105
Wichita	218,606	106
Jackson, Miss.	215,880	107
Saginaw–Bay City–Midland	207,203	108
Stockton	205,426	109
Fort Wayne	201,282	110
Vallejo–Fairfield–Napa	200,815	111
Santa Rosa–Petaluma	196,711	112
Shreveport	193,116	113
Canton	190,278	114
Albuquerque	189,584	115
Rockford	183,950	116
Montgomery	182,974	117
Lakeland–Winter Haven	181,551	118
Portsmouth–Dover–Rochester	180,868	119
Daytona Beach	180,828	120
Augusta	180,394	121
Peoria	179,641	122
Santa Barbara–Santa Maria–Lompoc	178,669	123
Aurora–Elgin	177,855	124
Colorado Springs	176,473	125
Beaumont–Port Arthur	175,885	126
Fort Myers–Cape Coral	167,845	127
Jersey City	165,422	128
Appleton–Oshkosh–Neenah	165,104	129
Manchester–Nashua	164,971	130
Ann Arbor	160,514	131
Pensacola	159,399	132
Roanoke	158,568	133
Benton Harbor	153,754	134
York	151,653	135
Lancaster	150,545	136
Amarillo	149,337	137
Salinas–Seaside–Monterey	149,221	138
Johnson City–Kingsport–Bristol	149,139	139
Spokane	148,010	140
Trenton	144,591	141
Huntington–Ashland	143,612	142
Modesto	138,927	143
Duluth	138,850	144
Evansville	137,840	145
Orange County, N.Y.	137,434	146
Corpus Christi	134,389	147
Reading	134,209	148
Atlantic City	131,804	149
Lorain–Elyria	130,961	150
Total Top 150	**75,693,941**	
Sarasota	127,940	151
New London–Norwich	124,538	152
Macon–Warner Robins	121,326	153
Portland, Me.	121,306	154
Lima	120,544	155
Savannah	118,311	156
Erie	118,254	157
Hamilton–Middletown	118,076	158
Johnstown	117,971	159
Columbus, Ga.	117,535	160
Salem, Ore.	117,342	161
Lincoln	116,695	162
Springfield, Mo.	116,685	163
Reno	116,049	164
Green Bay	115,043	165
Hickory–Morganton	114,041	166
Charleston, W.Va.	113,606	167
Kalamazoo	113,336	168
Fargo–Moorhead	112,098	169
Cedar Rapids	111,863	170
Joplin	111,686	171
Eugene–Springfield	111,676	172
Fayetteville, N.C.	110,448	173
Ocala	110,322	174
Lubbock	109,637	175
Boulder–Longmont	108,404	176
Binghamton	107,948	177
Springfield, Ill.	106,844	178
Bloomington–Normal	105,549	179
St. Cloud	105,479	180
Huntsville	103,793	181
Racine	103,021	182
South Bend–Mishawaka	102,817	183
Terre Haute	102,644	184
Tallahassee	101,935	185
Anchorage	100,811	186
Bradenton	100,305	187
Battle Creek	99,814	188
Fort Pierce	99,434	189
Topeka	99,321	190
Utica–Rome	99,203	191
Redding	98,907	192
Visalia–Tulare–Porterville	97,705	193
Santa Cruz	96,751	194
Waco	95,943	195
Boise	95,900	196
Poughkeepsie	95,336	197
Bangor	94,442	198
Athens	93,605	199
Provo–Orem	93,550	200
Total Top 200	**81,109,730**	
Sioux Falls	93,138	201
Lafayette, La.	93,134	202
Fort Collins–Loveland	93,126	203
Champaign–Urbana–Rantoul	92,741	204
Merced	92,109	205
Janesville–Beloit	91,907	206
Eau Claire	91,888	207
Bellingham	91,664	208
Biloxi–Gulfport	90,780	209
Mansfield	90,614	210
Longview–Marshall	90,269	211
Gainesville	89,077	212
Tuscaloosa	87,992	213
Burlington, N.C.	87,036	214
Fort Walton Beach	86,039	215
Wheeling	84,270	216
Killeen–Temple	80,230	217
Parkersburg–Marietta	79,832	218
Asheville	79,377	219
Niagara Falls	78,699	220
Elkhart–Goshen	78,633	221
Fort Smith	76,663	222
Florence, S.C.	76,518	223
Sioux City	76,323	224
Texarkana	76,276	225
Olympia	76,062	226
Lynchburg	75,610	227
Burlington, Vt.	74,809	228
Kenosha	73,394	229
Rochester, Minn.	72,607	230
Jackson, Mich.	72,267	231
Abilene	72,147	232
McAllen–Edinburg–Mission	72,133	233
Muncie	70,458	234
Yakima	69,780	235
Anderson, S.C.	68,244	236
Medford	65,822	237
Vancouver	65,324	238
Galveston–Texas City	65,231	239
Glens Falls	65,066	240
Wichita Falls	64,381	241
St. Joseph	64,355	242
Pittsfield	63,229	243
Lafayette–West Lafayette	63,140	244
Rapid City	62,854	245
Bremerton	62,066	246
Tyler	62,064	247
Waterloo–Cedar Falls	61,752	248
Brownsville–Harlingen	60,956	249
Muskegon	60,658	250
Total Top 250	**84,942,472**	
Naples	60,484	251
Wausau	60,282	252
Decatur, Ill.	60,129	253
Clarksville–Hopkinsville	59,978	254
Columbia, Mo.	59,163	255
Bismarck	59,104	256
Cheyenne	58,911	257
Sheboygan	58,275	258
Lake Charles	57,915	259
Wilmington, N.C.	57,563	260
Grand Forks	57,515	261
Billings	57,109	262
Steubenville–Weirton	56,388	263
La Crosse	56,318	264
Chico	56,037	265
Alexandria, La.	55,687	266
Anderson, Ind.	55,633	267
Anniston	55,392	268
Richland–Kennewick–Pasco	54,668	269
Panama City	54,429	270
Charlottesville	53,990	271
Kokomo	52,738	272
State College	52,682	273
Beaver County, Pa.	52,443	274
Midland, Tex.	52,176	275
Dothan	51,374	276
Jackson, Tenn.	50,760	277
Cumberland	50,608	298
Altoona	50,086	279
Houma–Thibodaux	49,719	280
Lewiston–Auburn	49,463	281
Danville, Va.	48,942	282
Jacksonville, N.C.	48,780	283
Hagerstown	47,489	284
Yuma	47,194	285
Jamestown–Dunkirk	47,010	286
Sharon	46,834	287
Brazoria	46,696	288
Pascagoula	45,405	289
Greeley	44,558	290
Sherman–Denison	44,125	291
Pueblo	43,459	292
Lawton	43,403	293
Florence, Ala.	42,848	294
Las Cruces	42,409	295
Bloomington, Ind.	42,158	296
San Angelo	41,167	297
Fayetteville–Springdale	40,962	298
Kankakee	40,917	299
Yuba City	40,736	300
Santa Fe	39,651	301
Vineland–Millville–Bridgeton	39,636	302
Iowa City	38,835	303
Elmira	38,157	304
Odessa	37,804	305
Gadsden	37,489	306
Decatur, Ala.	37,362	307
Bryan–College Station	37,314	308
Laredo	36,193	309
Albany, Ga.	35,974	310
Casper	35,520	311
Monroe	34,906	312
Victoria	34,328	313
Lawrence, Kans.	33,663	314
Great Falls	32,544	315
Williamsport	32,367	316
Owensboro	31,187	317
Pine Bluff	31,093	318
Dubuque	30,764	319
Enid	22,360	320
Total Above Areas	**88,202,230**	
Percent of U.S.	**76.8760**	
U.S. Total	**114,733,077**	

SECTION C

METRO, COUNTY & CITY DATA BY STATE

METRO & COUNTY TOTALS

Alabama

POPULATION—12/31/89

S&MM ESTIMATES

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
ANNISTON	**125.3**	**.0501**	**30.9**	**14.4**	**16.7**	**19.8**	**23.3**	**45.5**	**719,367**	**104,055**	**63,575**	**103,344**	**20,786**	**212,503**	**27,738**
Calhoun	125.3	.0501	30.9	14.4	16.7	19.8	23.3	45.5	719,367	104,055	63,575	103,344	20,786	212,503	27,738
• Anniston	30.4	.0122	34.7	9.0	15.3	18.0	31.5	12.3	448,382	58,641	29,157	55,027	13,554	189,310	15,025
SUBURBAN TOTAL	94.9	.0379	29.8	16.1	17.2	20.4	20.7	33.2	270,985	45,414	34,418	48,317	7,232	23,193	12,713
BIRMINGHAM	**938.1**	**.3756**	**33.3**	**10.0**	**17.6**	**20.4**	**26.5**	**360.7**	**6,567,332**	**1,158,255**	**550,403**	**834,235**	**305,180**	**1,884,871**	**242,967**
Blount	42.4	.0170	34.6	8.6	15.6	23.0	26.3	15.8	138,712	33,547	8,240	10,727	2,706	45,232	4,845
Jefferson	683.1	.2734	33.5	10.3	17.7	19.9	27.5	268.3	5,427,518	893,907	473,361	746,104	272,407	1,562,501	197,513
• Bessemer	31.9	.0128	34.0	9.9	14.9	16.5	32.1	12.0	335,130	73,042	16,948	43,720	12,850	120,007	9,735
• Birmingham	281.4	.1126	33.1	11.4	17.7	17.1	29.5	114.3	2,511,445	343,131	236,156	294,791	147,460	856,953	69,371
St. Clair	51.5	.0206	33.1	8.7	16.5	21.6	25.3	18.2	179,210	37,744	13,320	6,040	2,283	70,732	7,008
Shelby	89.5	.0359	30.8	10.3	19.8	22.4	19.3	31.7	370,286	101,646	30,129	32,622	10,844	68,677	12,879
Walker	71.6	.0287	33.9	9.1	15.7	21.0	27.4	26.7	451,606	91,411	25,353	38,742	16,940	137,729	20,722
SUBURBAN TOTAL	624.8	.2502	33.3	9.4	17.7	22.1	24.9	234.4	3,720,757	742,082	297,299	495,724	144,870	907,911	163,861
DECATUR	**104.2**	**.0417**	**33.0**	**9.2**	**16.8**	**22.6**	**24.1**	**38.9**	**751,126**	**121,810**	**67,456**	**88,592**	**35,778**	**246,846**	**22,644**
Morgan	104.2	.0417	33.0	9.2	16.8	22.6	24.1	38.9	751,126	121,810	67,456	88,592	35,778	246,846	22,644
• Decatur	48.0	.0192	33.2	9.4	17.1	22.5	24.4	18.8	599,784	86,598	54,275	85,009	25,243	209,416	12,857
SUBURBAN TOTAL	56.2	.0225	32.9	9.0	16.6	22.7	23.8	20.1	151,342	35,212	13,181	3,583	10,535	37,430	9,787
DOTHAN	**134.4**	**.0538**	**31.1**	**11.0**	**18.0**	**20.7**	**22.2**	**49.3**	**985,616**	**164,575**	**95,277**	**139,236**	**48,810**	**275,688**	**23,580**
Dale	50.2	.0201	29.0	14.0	19.5	19.2	19.1	17.2	154,132	39,028	25,538	13,606	2,397	30,549	4,890
Houston	84.2	.0337	32.5	9.2	17.0	21.6	24.2	32.1	831,484	125,547	69,739	125,630	46,413	245,139	18,690
• Dothan	56.1	.0225	32.3	9.2	18.0	21.7	23.4	21.7	699,428	111,762	58,154	63,432	41,788	241,101	15,181
SUBURBAN TOTAL	78.3	.0313	30.2	12.2	18.0	20.0	21.4	27.6	286,188	52,813	37,123	75,804	7,022	34,587	8,399
FLORENCE	**139.7**	**.0559**	**33.7**	**10.4**	**15.9**	**21.8**	**26.1**	**53.7**	**813,956**	**179,167**	**62,104**	**131,915**	**30,325**	**200,482**	**20,211**
Colbert	54.5	.0218	34.2	9.4	15.9	21.8	26.9	21.0	308,684	77,688	26,298	38,084	6,645	76,778	6,575
Lauderdale	85.2	.0341	33.4	11.1	15.9	21.9	25.5	32.7	505,272	101,479	35,806	93,831	23,680	123,704	13,636
• Florence	36.4	.0146	33.8	13.0	15.3	20.1	25.1	14.6	415,899	72,625	31,174	88,261	18,268	106,961	10,471
SUBURBAN TOTAL	103.3	.0413	33.6	9.5	16.0	22.5	25.4	39.1	398,057	106,542	30,930	43,654	12,057	93,521	9,740
GADSDEN	**104.3**	**.0417**	**34.6**	**9.1**	**15.8**	**20.3**	**29.0**	**40.1**	**616,540**	**121,873**	**51,282**	**80,131**	**35,695**	**153,936**	**24,323**
Etowah	104.3	.0417	34.6	9.1	15.8	20.3	29.0	40.1	616,540	121,873	51,282	80,131	35,695	153,936	24,323
• Gadsden	46.2	.0185	37.3	9.5	14.3	17.7	35.1	18.9	470,814	87,660	35,964	59,068	32,635	139,055	16,612
SUBURBAN TOTAL	58.1	.0232	33.0	8.7	16.9	22.4	24.2	21.2	145,726	34,213	15,318	21,063	3,060	14,881	7,711
HUNTSVILLE	**247.1**	**.0989**	**32.0**	**11.5**	**17.2**	**24.6**	**20.3**	**94.6**	**1,906,669**	**341,855**	**188,333**	**265,959**	**111,287**	**498,580**	**44,273**
Madison	247.1	.0989	32.0	11.5	17.2	24.6	20.3	94.6	1,906,669	341,855	188,333	265,959	111,287	498,580	44,273
• Huntsville	169.6	.0679	32.5	11.2	17.2	25.2	20.5	67.5	1,697,585	277,254	157,398	257,475	95,097	470,659	39,982
SUBURBAN TOTAL	77.5	.0310	30.8	12.2	17.3	23.3	19.5	27.1	209,084	64,601	30,935	8,484	16,190	27,921	4,291
MOBILE	**490.9**	**.1965**	**31.5**	**10.8**	**16.8**	**20.0**	**24.0**	**181.0**	**3,046,938**	**622,249**	**285,010**	**365,968**	**127,952**	**746,139**	**147,900**
Baldwin	97.8	.0392	33.9	8.9	15.0	21.0	27.3	36.6	582,896	127,233	59,971	68,161	15,631	116,682	30,225
Mobile	393.1	.1573	30.9	11.2	17.3	19.8	23.2	144.4	2,464,042	495,016	225,039	297,807	112,321	629,457	117,675
• Mobile	210.2	.0841	32.0	11.7	17.1	19.1	25.8	81.6	1,955,715	320,716	184,493	265,666	97,830	566,498	83,399
SUBURBAN TOTAL	280.7	.1124	31.0	10.0	16.5	20.7	22.8	99.4	1,091,223	301,533	100,517	100,302	30,122	179,641	64 501
MONTGOMERY	**308.3**	**.1234**	**31.9**	**10.7**	**16.8**	**21.1**	**23.7**	**112.8**	**2,088,185**	**338,219**	**183,276**	**280,795**	**99,104**	**581,157**	**62,058**
Autauga	37.8	.0151	31.9	9.8	14.8	24.4	20.9	13.0	206,949	44,588	17,731	26,607	5,504	61,936	6,573
Elmore	51.5	.0206	33.0	9.7	16.8	21.1	25.6	17.6	164,416	54,531	10,374	8,628	4,459	37,914	11,047
Montgomery	219.0	.0877	31.7	11.0	17.2	20.6	23.7	82.2	1,716,820	239,100	155,171	245,560	89,141	481,307	44,438
• Montgomery	197.5	.0791	31.5	11.1	17.6	20.2	23.7	75.4	1,674,996	234,107	151,011	238,821	87,144	476,585	42,955
SUBURBAN TOTAL	110.8	.0443	32.6	9.9	15.7	22.6	23.7	37.4	413,189	104,112	32,265	41,974	11,960	104,572	19,103

Notes on Metro and County Data:

Sales & Marketing Management's *Survey of Buying Power* includes population, retail sales, and income data for all 320 Metropolitan Markets and 3,139 Counties in the U.S. In addition, data for individual cities are included if they meet one or more of the following criteria:

1. A city with a population of 40,000 or more as of the 1980 Census of Population.
2. A Central City of a designated Metropolitan Market.
3. An Independent City that is not a part of the surrounding County.

The following symbols are used in Section C:

- ☐ This indicates that a County is part of a Metro Market in another state.
- • This designates the Central City of a Metro Market.

Boldface type is used for Metro Market and State data.

Medium face type indicates County and Suburban data.

Lightface type is used for City data.

Italics indicate Metro Counties and Cities located in another state.

The "Total Metro Counties" line that appears at the end of each state listing pertains only to Metropolitan Counties within that state.

A blank space under any of the "Retail Sales by Store Group" columns indicates no sales in that category.

For more complete definitions of any of the data columns and/or terms in this issue, see the "Definition of Terms" in Section A.

ALA. (cont.)

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
TUSCALOOSA	**148.0**	**.0592**	**30.4**	**15.7**	**17.1**	**19.2**	**23.0**	**55.0**
Tuscaloosa	148.0	.0592	30.4	15.7	17.1	19.2	23.0	55.0
• Tuscaloosa	76.1	.0305	28.8	21.2	17.4	16.3	22.9	28.9
SUBURBAN TOTAL	71.9	.0287	32.1	9.9	16.8	22.2	23.0	26.1
OTHER COUNTIES								
Barbour	26.2	.0105	33.3	8.3	14.7	18.2	29.3	9.4
Bibb	16.9	.0067	32.9	9.2	14.7	20.0	26.9	6.1
Bullock	10.5	.0042	34.0	9.2	13.6	15.9	32.7	3.5
Butler	21.9	.0088	34.7	8.2	13.6	17.9	31.7	8.0
Chambers	39.4	.0158	34.6	8.5	14.7	18.7	30.7	14.7
Cherokee	20.5	.0082	35.0	9.1	15.2	22.2	27.9	7.5
Chilton	33.7	.0135	34.1	9.0	15.1	21.1	27.6	13.1
Choctaw	17.0	.0068	32.3	8.6	14.0	19.7	26.6	5.9
Clarke	27.3	.0109	32.0	8.9	14.5	19.4	26.3	9.5
Clay	13.4	.0054	35.1	8.6	13.8	20.4	29.8	4.7
Cleburne	13.2	.0053	34.6	8.9	15.1	21.8	27.5	5.1
Coffee	40.5	.0162	33.6	9.0	16.5	22.0	25.7	15.2
Conecuh	15.3	.0061	33.8	9.2	13.8	16.9	31.4	5.4
Coosa	11.4	.0046	34.9	8.9	13.8	19.4	30.5	4.5
Covington	36.5	.0146	37.7	8.4	13.5	20.4	33.5	14.8
Crenshaw	14.1	.0056	36.3	8.4	13.5	18.4	33.3	5.4
Cullman	68.3	.0274	35.0	8.8	15.2	21.7	28.2	25.7
Dallas	52.9	.0211	31.1	9.9	14.5	18.4	26.0	18.7
De Kalb	55.9	.0224	34.7	8.8	15.3	21.1	28.5	21.7
Escambia	37.1	.0149	32.9	9.4	16.7	20.7	25.8	12.6
Fayette	19.0	.0076	35.2	8.7	14.7	20.6	29.9	7.2
Franklin	29.1	.0117	35.6	8.8	15.1	21.8	29.1	11.2
Geneva	24.6	.0098	35.5	8.4	14.2	20.6	30.2	9.3
Greene	10.8	.0043	31.3	9.3	12.7	15.6	29.8	3.7

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
TUSCALOOSA	**990,631**	**163,651**	**89,525**	**124,856**	**52,054**	**241,220**	**40,145**
Tuscaloosa	990,631	163,651	89,525	124,856	52,054	241,220	40,145
• Tuscaloosa	789,317	115,331	72,009	119,327	42,617	206,130	29,440
SUBURBAN TOTAL	201,314	48,320	17,516	5,529	9,437	35,090	10,705
OTHER COUNTIES							
Barbour	120,483	40,310	9,339	8,341	1,785	32,467	5,535
Bibb	53,398	15,000	3,406	6,171	1,007	11,092	1,718
Bullock	33,380	10,280	3,085	2,484	1,384	1,793	2,379
Butler	86,252	20,040	8,723	6,333	2,397	15,913	5,502
Chambers	132,522	32,147	10,064	5,946	10,929	33,665	5,429
Cherokee	57,982	10,540	3,891	5,268	1,083	16,366	4,556
Chilton	149,326	38,664	9,177	17,410	5,219	46,261	4,371
Choctaw	59,585	22,664	4,123	2,933	1,389	4,937	3,044
Clarke	129,468	39,835	6,907	8,050	4,909	29,136	8,087
Clay	43,443	10,609	1,832	1,373	721	14,578	1,787
Cleburne	45,788	6,447	1,767	3,079	527	21,503	1,742
Coffee	285,563	56,675	17,761	29,158	17,482	93,388	8,960
Conecuh	38,024	10,066	3,621	2,284	974	5,650	2,595
Coosa	12,066	3,467	528	361	1,088	1,364	1,036
Covington	203,332	54,703	13,291	7,049	12,866	38,192	12,638
Crenshaw	36,000	10,292	2,417	1,308	869	9,092	1,879
Cullman	404,412	88,147	33,297	43,321	12,476	95,722	12,073
Dallas	239,285	55,564	14,923	36,624	6,531	52,657	11,970
De Kalb	278,804	49,034	22,652	29,979	13,962	70,986	13,036
Escambia	176,700	32,605	12,933	14,187	4,767	41,459	11,239
Fayette	69,222	18,546	4,133	6,916	3,177	17,401	4,011
Franklin	164,523	29,241	10,286	16,025	7,527	60,625	4,815
Geneva	77,891	23,182	2,216	8,202	1,858	18,177	5,057
Greene	23,899	6,169	1,869	1,956	1,089	6,404	982

HUNTSVILLE

Alabama's highest average EBI of $37,171 - 38% greater than the state average

The Huntsville Times

Senate OKs track bill; veto unlikely

Small Business Exec of Year

Pasta offers endless variety

Huntsville News

Lawmaker digs grave for highway bond issue

Proposed tax hike to fund water projects

Madison residents will vote on issue on May 23

New shuttle countdown underway

This time we're going to see if we can get it right

The Greater Huntsville Market (Madison, Limestone and Marshall Counties) ranks third in Alabama with a total population of 374,400, total EBI of $4,714,397,000

SOURCE: S&MM - August 1990

HUNTSVILLE TIMES AND NEWS

Represented by Newhouse Newspapers

ALA. (cont.)

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
Hale	15.4	.0062	32.2	9.5	12.9	16.0	30.3	5.3
Henry	15.4	.0062	34.1	8.3	15.3	18.9	29.8	5.6
Jackson	53.2	.0213	32.5	9.3	17.2	22.4	23.3	19.7
Lamar	16.7	.0067	35.4	8.5	14.2	21.0	29.5	6.3
Lawrence	31.9	.0127	32.1	8.9	15.4	21.3	24.3	11.0
Lee	83.5	.0334	27.5	21.8	16.7	18.8	18.7	33.0
Limestone	53.2	.0213	32.8	9.9	15.7	22.0	24.6	19.0
Lowndes	13.7	.0055	27.4	10.2	13.0	16.1	24.1	4.1
Macon	27.0	.0108	29.9	16.1	14.3	14.8	27.8	8.9
Marengo	24.7	.0099	32.6	8.8	13.8	18.4	28.2	8.6
Marion	32.0	.0128	35.0	8.7	15.2	21.5	28.5	12.1
Marshall	74.1	.0297	34.7	9.2	15.5	22.1	27.4	29.0
Monroe	23.7	.0095	31.8	8.7	14.4	18.6	26.8	8.2
Perry	14.7	.0059	31.4	11.0	12.1	16.3	29.4	4.9
Pickens	21.2	.0084	33.7	8.8	13.7	19.0	29.2	7.3
Pike	29.1	.0117	31.6	15.8	13.5	17.4	28.0	10.6
Randolph	20.6	.0082	35.2	8.8	13.9	19.1	31.1	7.6
☐ Russell	50.7	.0203	32.6	10.0	15.8	20.4	25.8	19.0
Sumter	16.0	.0064	29.3	13.7	12.6	14.6	28.2	5.2
Talladega	77.5	.0310	31.8	10.1	15.1	19.7	25.4	27.4
Tallapoosa	40.7	.0163	34.8	8.3	14.9	19.7	30.0	15.3
Washington	17.1	.0068	30.9	9.2	15.4	20.2	23.5	5.8
Wilcox	14.1	.0057	30.2	8.9	12.7	15.0	28.9	4.5
Winston	23.7	.0095	34.3	8.5	15.6	22.7	26.3	9.0
TOTAL METRO COUNTIES	**2,791.0**	**1.1171**	**32.4**	**10.9**	**17.1**	**20.8**	**24.7**	**1,050.6**
TOTAL STATE	**4,185.7**	**1.6754**	**32.6**	**10.6**	**16.4**	**20.5**	**25.5**	**1,561.9**

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
Hale	45,003	15,293	1,383	1,398	2,476	13,588	2,671
Henry	47,248	18,204	2,662	1,528	1,566	8,366	1,177
Jackson	233,215	54,410	18,510	21,768	9,186	66,420	7,830
Lamar	44,839	11,925	2,120	1,898	2,080	11,061	2,843
Lawrence	78,866	21,189	5,323	13,133	2,063	9,477	4,436
Lee	581,274	122,937	48,930	89,293	22,068	173,086	9,305
Limestone	256,301	58,250	21,493	29,278	8,186	60,131	11,392
Lowndes	26,513	10,929	194	658	388	4,816	307
Macon	84,292	15,830	7,046	10,011	805	22,641	3,651
Marengo	93,002	27,781	6,002	12,412	3,299	16,898	3,890
Marion	112,519	31,702	6,835	16,030	5,573	21,822	4,656
Marshall	724,342	124,434	52,339	65,505	32,241	230,510	20,698
Monroe	141,799	30,407	8,218	3,853	2,009	31,715	7,151
Perry	33,339	10,441	2,826	1,909	1,045	6,054	2,849
Pickens	67,730	22,891	2,998	3,663	2,684	16,045	3,585
Pike	144,511	36,511	15,844	12,835	3,075	34,101	5,548
Randolph	77,098	20,360	5,006	9,464	2,353	13,097	3,010
☐ Russell	144,256	48,739	17,883	14,302	3,212	18,750	10,319
Sumter	42,755	11,829	2,644	7,689	515	2,981	1,171
Talladega	377,293	96,915	25,728	37,282	10,282	104,890	16,890
Tallapoosa	198,610	44,015	14,181	23,167	10,932	48,412	8,564
Washington	53,286	9,969	3,978	2,932	844	16,005	2,111
Wilcox	33,901	14,249	1,743	3,006	643	3,733	1,331
Winston	73,012	25,733	5,432	10,477	2,941	5,370	3,275
TOTAL METRO COUNTIES	**18,630,616**	**3,364,448**	**1,654,124**	**2,429,333**	**870,183**	**5,060,172**	**666,158**
TOTAL STATE	**25,122,712**	**4,884,879**	**2,117,800**	**3,073,280**	**1,113,453**	**6,720,219**	**928,940**

EFFECTIVE BUYING INCOME—1989

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
ANNISTON	**1,179,236**	**18,951**	**26.8**	**27.2**	**13.2**	**7.0**	**.0404**
Calhoun	1,179,236	18,951	26.8	27.2	13.2	7.0	.0404
• Anniston	291,854	15,958	26.9	21.8	10.3	8.9	.0147
SUBURBAN TOTAL	887,382	19,954	26.6	29.2	14.3	6.3	.0257
BIRMINGHAM	**10,314,251**	**21,419**	**23.5**	**26.0**	**14.9**	**11.8**	**.3465**
Blount	323,823	15,882	29.6	25.7	9.5	3.7	.0107
Jefferson	7,910,731	21,957	23.0	25.7	15.0	12.9	.2696
• Bessemer	269,604	15,878	22.6	23.1	11.9	6.8	.0125
• Birmingham	2,767,775	17,093	26.2	23.5	11.6	8.4	.1084
St. Clair	423,282	18,462	28.1	29.5	11.6	4.9	.0137
Shelby	1,020,454	26,304	20.1	26.7	20.1	14.3	.0292
Walker	635,961	18,192	26.2	26.5	12.8	6.5	.0233
SUBURBAN TOTAL	7,276,872	23,979	22.2	27.5	16.7	13.6	.2256
DECATUR	**1,046,090**	**21,356**	**24.1**	**28.3**	**15.6**	**9.0**	**.0374**
Morgan	1,046,090	21,356	24.1	28.3	15.6	9.0	.0374
• Decatur	540,970	23,417	21.6	27.0	17.8	11.3	.0225
SUBURBAN TOTAL	505,120	19,897	26.4	29.5	13.5	6.8	.0149
DOTHAN	**1,305,428**	**19,300**	**27.3**	**27.6**	**12.5**	**8.1**	**.0477**
Dale	470,553	19,121	28.9	28.0	12.1	7.4	.0138
Houston	834,875	19,405	26.5	27.3	12.7	8.5	.0339
• Dothan	604,519	20,530	26.1	27.5	13.5	10.0	.0259
SUBURBAN TOTAL	700,909	18,437	28.4	27.6	11.7	6.5	.0218
FLORENCE	**1,416,241**	**20,386**	**24.9**	**26.9**	**14.8**	**9.0**	**.0468**
Colbert	515,549	19,405	25.9	28.0	14.0	6.6	.0175
Lauderdale	900,692	21,114	24.2	26.2	15.3	10.6	.0293

EFFECTIVE BUYING INCOME—1989

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
• Florence	406,552	20,632	23.8	24.5	15.6	11.1	.0163
SUBURBAN TOTAL	1,009,689	20,297	25.2	28.0	14.5	8.2	.0305
GADSDEN	**964,219**	**17,425**	**26.4**	**24.7**	**12.8**	**6.7**	**.0337**
Etowah	964,219	17,425	26.4	24.7	12.8	6.7	.0337
• Gadsden	438,650	15,160	26.4	21.0	11.1	7.5	.0186
SUBURBAN TOTAL	525,569	19,304	26.1	28.1	14.3	6.0	.0151
HUNTSVILLE	**3,516,366**	**27,940**	**19.8**	**25.3**	**16.5**	**22.8**	**.1064**
Madison	3,516,366	27,940	19.8	25.3	16.5	22.8	.1064
• Huntsville	2,602,733	29,395	18.8	24.5	16.7	25.1	.0827
SUBURBAN TOTAL	913,633	24,972	22.2	27.4	16.1	17.0	.0237
MOBILE	**5,309,385**	**22,160**	**23.0**	**26.0**	**15.6**	**12.7**	**.1733**
Baldwin	1,040,799	21,694	24.7	26.9	15.3	11.5	.0339
Mobile	4,268,586	22,287	22.5	25.9	15.6	13.0	.1394
• Mobile	2,466,850	21,982	23.0	25.2	14.7	14.0	.0884
SUBURBAN TOTAL	2,842,535	22,305	23.0	26.7	16.4	11.6	.0849
MONTGOMERY	**3,342,413**	**21,974**	**23.2**	**26.1**	**15.7**	**12.5**	**.1119**
Autauga	387,823	24,679	19.3	28.5	19.1	12.1	.0125
Elmore	474,426	20,747	24.1	27.3	15.8	8.5	.0143
Montgomery	2,480,164	21,819	23.7	25.4	15.2	13.3	.0851
• Montgomery	2,262,452	21,873	23.8	25.7	15.3	13.1	.0794
SUBURBAN TOTAL	1,079,961	22,199	22.2	26.8	16.6	11.1	.0325
TUSCALOOSA	**1,401,637**	**18,426**	**24.2**	**25.0**	**13.2**	**8.5**	**.0504**
Tuscaloosa	1,401,637	18,426	24.2	25.0	13.2	8.5	.0504
• Tuscaloosa	713,425	16,066	24.3	22.1	10.9	8.9	.0307
SUBURBAN TOTAL	688,212	21,000	24.0	28.1	15.8	8.1	.0197

ALA. (cont.)

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
OTHER COUNTIES							
Barbour	208,999	15,251	25.9	21.6	9.9	7.2	.0074
Bibb	128,010	15,988	27.8	26.6	9.3	3.9	.0042
Bullock	70,148	13,128	29.1	16.8	8.7	5.8	.0024
Butler	179,147	15,778	28.1	24.2	8.7	6.5	.0061
Chambers	396,761	20,577	25.0	26.0	14.9	10.2	.0115
Cherokee	164,159	15,913	29.5	26.2	9.9	3.6	.0051
Chilton	317,561	18,271	26.2	27.2	11.3	7.4	.0102
Choctaw	142,482	15,742	22.1	20.3	12.3	9.2	.0046
Clarke	232,771	17,322	23.1	23.0	12.9	8.3	.0080
Clay	98,840	15,381	28.0	26.1	8.7	3.9	.0033
Cleburne	124,053	19,579	25.9	29.2	13.1	6.7	.0038
Coffee	357,578	18,638	25.2	29.6	11.0	6.3	.0136
Conecuh	107,160	12,935	24.1	22.1	6.9	5.1	.0036
Coosa	111,243	17,765	26.1	28.8	10.2	5.9	.0028
Covington	316,128	15,565	28.2	24.7	8.8	5.1	.0114
Crenshaw	90,243	11,260	28.5	17.3	5.9	3.1	.0030
Cullman	599,759	16,895	28.3	25.9	9.7	6.5	.0217
Dallas	369,626	13,464	27.7	20.0	8.7	4.7	.0140
De Kalb	473,027	15,696	26.8	25.4	10.4	4.4	.0165
Escambia	282,183	15,720	26.0	25.8	9.9	5.2	.0103
Fayette	183,810	19,102	23.7	27.1	12.6	8.3	.0055
Franklin	263,762	17,395	25.1	25.7	11.4	7.3	.0093
Geneva	222,537	15,884	24.9	25.4	9.9	5.7	.0067
Greene	71,269	11,735	26.4	14.6	8.9	5.7	.0024
Hale	101,557	11,935	24.6	18.4	7.0	5.9	.0035
Henry	131,073	17,424	27.5	26.5	11.2	6.6	.0041
Jackson	456,330	18,367	26.7	28.1	12.3	5.4	.0153
Lamar	152,267	18,844	25.7	27.5	13.7	6.1	.0044
Lawrence	277,855	19,349	22.7	25.0	15.1	8.6	.0081
Lee	841,155	17,292	23.6	22.2	12.6	9.7	.0296
Limestone	565,729	22,934	22.0	26.8	15.7	13.6	.0173
Lowndes	84,195	13,268	27.2	18.6	8.4	6.3	.0029
Macon	180,767	12,528	26.2	17.8	8.4	6.2	.0064
Marengo	188,111	14,403	22.5	18.7	13.0	6.9	.0065
Marion	292,012	18,682	25.9	29.0	11.2	6.6	.0089
Marshall	632,302	16,289	28.2	25.1	9.9	5.8	.0282
Monroe	200,018	17,183	24.0	24.5	11.8	8.1	.0074
Perry	87,659	11,348	25.6	17.6	7.6	4.0	.0030
Pickens	144,611	14,065	28.7	21.7	9.6	3.3	.0051
Pike	229,728	14,608	26.1	22.3	9.9	5.7	.0084
Randolph	166,951	16,730	26.9	25.6	11.0	5.6	.0055
☐ Russell	434,437	16,909	25.4	25.1	11.3	6.8	.0132
Sumter	112,637	13,400	24.0	19.1	9.8	6.9	.0036
Talladega	729,435	19,978	24.8	25.8	14.7	9.5	.0239
Tallapoosa	366,497	17,949	28.1	26.6	12.0	6.2	.0123
Washington	150,205	20,806	21.1	25.4	17.2	8.7	.0045
Wilcox	91,973	13,047	25.2	17.0	9.3	6.9	.0032
Winston	198,267	16,096	30.5	24.2	9.7	5.7	.0062
TOTAL METRO COUNTIES	**30,229,703**	**21,447**	**23.6**	**26.2**	**14.9**	**11.9**	**1.8077**
TOTAL STATE	**42,122,293**	**19,768**	**24.3**	**25.6**	**13.7**	**10.3**	**1.4134**

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Alaska

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
ANCHORAGE	**220.2**	**.0882**	**28.7**	**12.2**	**24.7**	**24.4**	**10.1**	**82.9**
Anchorage	220.2	.0882	28.7	12.2	24.7	24.4	10.1	82.9
• Anchorage	220.2	.0882	28.7	12.2	24.7	24.4	10.1	82.9
OTHER COUNTIES								
Aleutians East	1.9	.0007	26.6	22.7	29.6	18.9	6.2	.4
Aleutians West	6.8	.0027	26.5	22.0	29.6	18.8	6.2	1.5
Bethel	13.6	.0054	24.7	12.0	18.9	18.7	11.9	3.6
Bristol Bay	1.3	.0005	29.8	17.3	32.5	24.7	8.5	.2
Dillingham	4.4	.0018	26.8	8.4	21.4	19.7	13.6	1.5
Fairbanks North Star	72.3	.0289	27.9	13.9	25.8	22.1	9.7	25.7
Haines	1.8	.0008	31.4	7.6	21.8	25.7	16.3	.6
Juneau	25.8	.0103	30.4	9.7	24.5	25.0	13.7	9.5
Kenai Peninsula	43.7	.0175	29.2	9.7	22.9	23.5	13.1	15.3
Ketchikan Gateway	12.8	.0051	30.7	10.1	20.5	23.5	17.7	4.9
Kodiak Island	14.8	.0059	27.9	14.4	26.2	21.3	10.1	4.8
Lake and Peninsula	1.9	.0008	24.1	21.9	16.4	20.9	8.1	.6
Matanusko–Susitna	40.1	.0160	29.5	7.8	21.8	24.2	13.8	13.5
Nome	8.0	.0032	26.2	11.5	19.0	19.2	14.1	2.3
North Slope	5.7	.0023	27.1	12.8	22.0	21.3	11.2	1.3
Northwest Arctic	6.4	.0026	24.1	12.2	18.4	16.6	13.4	1.7
Prince of Wales–Outer Ketchikan	5.3	.0021	28.4	10.6	20.4	22.9	13.7	1.6
Sitka	8.7	.0035	29.1	11.3	21.5	23.6	13.6	2.7
Skagway–Yakutat–Angoon	4.3	.0017	28.9	9.2	23.2	21.1	14.8	1.3
Southeast Fairbanks	7.0	.0028	26.8	13.3	24.3	21.4	8.7	1.9
Valdez–Cordova	9.0	.0036	29.9	10.6	23.8	24.7	13.1	3.3
Wade Hampton	6.0	.0024	22.2	11.9	16.4	16.6	12.3	1.3
Wrangell–Petersburg	6.8	.0027	29.8	10.1	22.5	21.6	16.6	2.2
Yukon–Koyukuk	9.7	.0039	28.0	12.1	24.4	20.8	12.1	2.9
TOTAL METRO COUNTIES	**220.2**	**.0882**	**28.7**	**12.2**	**24.7**	**24.4**	**10.1**	**82.9**
TOTAL STATE	**538.3**	**.2154**	**28.5**	**11.8**	**23.9**	**23.2**	**11.4**	**187.5**

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
ANCHORAGE	**2,306,866**	**406,539**	**355,970**	**419,554**	**76,937**	**387,417**	**61,215**
Anchorage	2,306,866	406,539	355,970	419,554	76,937	387,417	61,215
• Anchorage	2,306,866	406,539	355,970	419,554	76,937	387,417	61,215
OTHER COUNTIES							
Aleutians East	5,618	2,425	1,521	1,498			
Aleutians West	25,670	11,381	6,372	5,382	217	825	9
Bethel	52,148	20,282	1,755	13,931	671	2,514	39
Bristol Bay	9,066	4,554	1,591	6	23	490	2
Dillingham	13,362	1,212	1,037	5,513	151	341	15
Fairbanks North Star	577,830	145,294	67,305	51,008	23,224	111,463	23,275
Haines	14,126	4,082	1,681	245	128	2,132	1,003
Juneau	216,250	50,197	24,022	37,399	9,886	20,303	9,001
Kenai Peninsula	283,315	90,695	34,748	4,312	6,992	36,740	17,688
Ketchikan Gateway	123,900	40,396	11,637	6,779	4,002	7,947	1,879
Kodiak Island	92,317	35,014	9,671	65	3,542	8,651	3,195
Lake and Peninsula	5,726	520	444	2,362	65	146	7
Matanusko–Susitna	220,172	86,165	15,727	2,578	5,092	36,133	9,818
Nome	49,576	24,226	3,966	2,487	431	1,489	250
North Slope	37,960	18,549	4,409	12,887	59	168	333
Northwest Arctic	28,474	11,934	2,399	7,607	188	762	19
Prince of Wales–Outer Ketchikan	25,587	12,765	1,591	1,145	517	521	19
Sitka	64,378	20,243	8,983	997	1,477	2,883	1,388
Skagway–Yakutat–Angoon	23,195	10,190	4,752	1,056	123	277	13
Southeast Fairbanks	18,926	5,996	2,812	644	204	1,440	22
Valdez–Cordova	60,540	20,277	9,886	1,441	684	3,411	2,554
Wade Hampton	17,810	7,916	259	6,926	64	180	6
Wrangell–Petersburg	48,506	25,877	6,421	1,287	511	1,489	1,046
Yukon–Koyukuk	21,351	4,871	1,934	3,753	217	562	24
TOTAL METRO COUNTIES	**2,306,866**	**406,539**	**355,970**	**419,554**	**76,937**	**387,417**	**61,215**
TOTAL STATE	**4,342,669**	**1,061,600**	**580,893**	**590,862**	**135,405**	**628,284**	**132,820**

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
ANCHORAGE	**3,620,974**	**34,843**	**17.0**	**22.4**	**18.9**	**30.9**	**.1129**
Anchorage	3,620,974	34,843	17.0	22.4	18.9	30.9	.1129
• Anchorage	3,620,974	34,843	17.0	22.4	18.9	30.9	.1129
OTHER COUNTIES							
Aleutians East	28,178	25,111	23.7	27.3	14.4	20.3	.0007
Aleutians West	126,167	28,360	20.4	26.2	15.1	25.4	.0029
Bethel	116,182	19,849	23.7	19.1	13.2	17.3	.0037
Bristol Bay	18,039	43,500	9.0	18.0	22.0	44.0	.0006
Dillingham	51,492	22,952	19.3	20.2	13.5	20.6	.0013
Fairbanks North Star	1,213,369	35,548	17.5	19.2	16.4	34.2	.0343
Haines	18,739	24,500	23.5	25.0	14.0	18.5	.0007
Juneau	472,163	42,286	12.1	21.3	21.0	38.9	.0130
Kenai Peninsula	624,012	31,578	15.8	20.0	17.0	29.3	.0179
Ketchikan Gateway	214,795	36,383	10.0	23.7	21.8	29.9	.0066
Kodiak Island	229,878	35,203	17.3	19.4	19.3	31.0	.0062
Lake and Peninsula	22,068	23,000	19.3	20.1	13.7	20.5	.0006
Matanusko–Susitna	407,703	24,004	21.3	27.0	16.6	14.6	.0132
Nome	82,379	23,034	20.2	18.5	13.8	22.4	.0028
North Slope	76,854	37,857	14.1	18.1	20.1	33.8	.0022
Northwest Arctic	59,085	24,758	21.1	23.9	14.1	19.2	.0019
Prince of Wales–Outer Ketchikan	77,763	35,074	15.0	20.0	20.9	29.2	.0021
Sitka	152,456	48,804	9.7	19.0	17.2	48.0	.0041
Skagway–Yakutat–Angoon	51,490	29,552	20.2	21.5	13.6	27.7	.0016
Southeast Fairbanks	67,081	21,517	27.4	19.4	16.1	17.1	.0018
Valdez–Cordova	158,205	34,829	15.0	18.3	14.3	35.5	.0043
Wade Hampton	28,014	14,306	28.0	21.7	7.6	6.3	.0012
Wrangell–Petersburg	81,939	28,149	18.8	29.4	20.5	17.9	.0026
Yukon–Koyukuk	80,337	12,600	20.0	18.1	10.2	9.4	.0024
TOTAL METRO COUNTIES	**3,620,974**	**34,843**	**17.0**	**22.4**	**18.9**	**30.9**	**.1129**
TOTAL STATE	**8,079,362**	**32,678**	**17.2**	**21.8**	**17.7**	**29.3**	**.2416**

Arizona

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
PHOENIX	**2,108.6**	**.8439**	**32.8**	**10.7**	**17.8**	**20.4**	**25.7**	**833.1**
Maricopa	2,108.6	.8439	32.8	10.7	17.8	20.4	25.7	833.1
Glendale	145.8	.0584	30.4	10.6	19.8	22.6	18.2	54.0
• Mesa	317.1	.1269	30.9	10.8	19.8	18.4	23.4	123.0
• Phoenix	960.1	.3843	31.9	10.8	18.9	21.2	22.8	378.0
• Scottsdale	128.2	.0513	38.5	9.7	14.0	25.4	30.9	54.5
• Tempe	152.2	.0609	28.5	19.9	21.1	21.3	14.9	58.1
SUBURBAN TOTAL	551.0	.2205	36.8	8.4	14.4	18.9	33.6	219.5
TUCSON	**663.1**	**.2654**	**32.7**	**11.7**	**18.2**	**19.5**	**26.2**	**265.2**
Pima	663.1	.2654	32.7	11.7	18.2	19.5	26.2	265.2
• Tucson	402.9	.1613	31.7	13.8	19.2	18.0	25.7	166.5
SUBURBAN TOTAL	260.2	.1041	34.3	8.5	16.7	21.9	27.0	98.7
YUMA	**97.0**	**.0389**	**31.2**	**11.2**	**15.7**	**19.0**	**25.0**	**34.8**
Yuma	97.0	.0389	31.2	11.2	15.7	19.0	25.0	34.8
• Yuma	53.6	.0215	29.9	13.5	17.7	19.1	21.9	19.3
SUBURBAN TOTAL	43.4	.0174	33.3	8.2	13.3	18.8	29.0	15.5
OTHER COUNTIES								
Apache	66.5	.0266	23.7	10.3	15.4	18.5	14.2	17.6
Cochise	101.6	.0407	32.2	9.9	16.3	20.5	24.9	36.6
Coconino	97.5	.0390	25.7	18.0	19.4	18.2	13.7	31.1
Gila	41.9	.0168	34.3	7.8	14.5	19.6	29.3	15.9
Graham	25.4	.0102	29.6	10.3	15.9	19.4	22.0	7.6
Greenlee	8.8	.0035	28.6	8.6	17.1	19.5	19.6	3.0
La Paz	15.2	.0061	32.2	10.0	14.8	19.7	26.1	6.2
Mohave	90.1	.0361	39.2	7.1	13.4	19.7	36.4	37.4
Navajo	78.7	.0315	26.0	9.7	15.7	19.5	16.4	23.0
Pinal	112.7	.0451	31.4	9.8	16.6	19.6	24.4	38.2
Santa Cruz	27.7	.0111	30.4	8.3	15.7	19.9	22.9	9.0
Yavapai	104.0	.0416	41.0	7.0	13.3	18.4	39.5	44.5
TOTAL METRO COUNTIES	**2,868.7**	**1.1482**	**32.7**	**11.0**	**17.7**	**20.2**	**25.8**	**1,133.1**
TOTAL STATE	**3,638.8**	**1.4565**	**32.5**	**10.8**	**17.3**	**20.0**	**25.6**	**1,403.2**

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
PHOENIX	**15,645,226**	**3,480,844**	**1,582,953**	**1,775,811**	**985,133**	**3,620,384**	**562,430**
Maricopa	15,645,226	3,480,844	1,582,953	1,775,811	985,133	3,620,384	562,430
Glendale	1,112,530	223,134	71,275	76,519	46,072	486,084	34,374
• Mesa	2,801,214	524,250	228,999	535,513	182,493	676,460	105,783
• Phoenix	7,268,713	1,640,028	773,057	773,097	492,796	1,403,838	266,791
• Scottsdale	1,738,882	296,457	199,509	223,307	102,493	531,865	44,897
• Tempe	1,252,148	331,348	153,127	58,272	91,355	313,156	40,882
SUBURBAN TOTAL	2,584,269	688,761	228,265	185,622	115,996	695,065	104,077
TUCSON	**4,037,977**	**868,831**	**394,333**	**549,185**	**234,118**	**807,632**	**172,526**
Pima	4,037,977	868,831	394,333	549,185	234,118	807,632	172,526
• Tucson	3,267,829	627,766	304,915	487,060	210,438	737,529	136,667
SUBURBAN TOTAL	770,148	241,065	89,418	62,125	23,680	70,103	35,859
YUMA	**603,646**	**129,208**	**49,707**	**77,255**	**23,657**	**158,709**	**26,170**
Yuma	603,646	129,208	49,707	77,255	23,657	158,709	26,170
• Yuma	518,240	104,338	46,175	74,876	22,540	146,411	25,416
SUBURBAN TOTAL	85,406	24,870	3,532	2,379	1,117	12,298	754
OTHER COUNTIES							
Apache	146,308	44,447	7,550	27,211	2,477	7,740	5,299
Cochise	421,426	100,269	31,104	46,343	16,790	90,532	16,450
Coconino	610,056	144,521	80,239	80,355	22,994	81,025	20,690
Gila	182,398	59,000	17,427	9,864	4,010	26,868	11,102
Graham	101,870	31,589	7,727	5,565	3,260	22,330	6,476
Greenlee	18,723	7,773	1,609	3,073	722	514	1,027
La Paz	82,775	19,539	9,406	1,711	481	5,285	3,601
Mohave	553,127	155,490	46,799	32,135	18,648	100,656	25,626
Navajo	320,914	98,835	26,274	23,710	10,229	57,153	12,112
Pinal	479,227	163,520	40,002	35,152	10,470	76,526	29,865
Santa Cruz	192,298	41,753	11,265	52,958	6,381	16,886	5,680
Yavapai	650,299	183,659	63,863	48,302	22,880	108,922	21,746
TOTAL METRO COUNTIES	**20,286,849**	**4,478,883**	**2,026,993**	**2,402,251**	**1,242,908**	**4,586,725**	**761,126**
TOTAL STATE	**24,046,270**	**5,529,278**	**2,370,258**	**2,768,630**	**1,362,250**	**5,181,162**	**920,800**

EFFECTIVE BUYING INCOME—1989

% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
PHOENIX	**28,413,814**	**26,861**	**21.7**	**27.6**	**17.9**	**18.0**	**.8736**
Maricopa	28,413,814	26,861	21.7	27.6	17.9	18.0	.8736
Glendale	1,842,156	29,205	20.3	27.2	20.5	18.7	.0591
• Mesa	4,034,400	27,163	21.9	28.8	19.5	16.2	.1355
• Phoenix	12,605,166	26,361	21.6	28.0	17.7	17.1	.3952
• Scottsdale	2,261,478	33,635	17.6	24.0	19.5	28.4	.0750
• Tempe	2,114,317	30,044	19.1	26.0	19.9	21.5	.0662
SUBURBAN TOTAL	7,398,453	25,451	23.1	28.2	16.2	17.2	.2017
TUCSON	**7,433,014**	**21,335**	**26.5**	**27.4**	**14.3**	**11.2**	**.2366**
Pima	7,433,014	21,335	26.5	27.4	14.3	11.2	.2366
• Tucson	4,166,163	19,209	28.5	27.3	12.8	8.0	.1525
SUBURBAN TOTAL	3,266,851	25,895	23.0	27.6	16.8	16.6	.0841
YUMA	**832,392**	**17,789**	**32.2**	**26.4**	**11.3**	**6.3**	**.0309**
Yuma	832,392	17,789	32.2	26.4	11.3	6.3	.0309
• Yuma	499,407	19,635	29.8	28.2	14.1	6.8	.0209
SUBURBAN TOTAL	332,985	15,923	34.8	24.2	7.8	5.8	.0100

EFFECTIVE BUYING INCOME—1989

% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
OTHER COUNTIES							
Apache	377,147	16,058	24.5	22.4	11.6	7.1	.0137
Cochise	877,823	17,903	31.6	26.2	11.5	6.5	.0287
Coconino	899,039	22,147	24.3	28.1	15.3	11.3	.0321
Gila	411,295	20,794	24.1	26.1	16.3	9.1	.0128
Graham	173,136	16,621	29.9	24.7	10.0	6.9	.0065
Greenlee	91,261	29,626	18.1	33.4	23.9	10.1	.0024
La Paz	124,003	14,266	34.6	19.6	7.1	6.0	.0044
Mohave	807,913	16,290	31.8	25.4	9.5	5.2	.0291
Navajo	620,685	21,048	22.1	24.6	14.7	12.7	.0213
Pinal	956,518	19,909	27.2	30.6	11.6	7.6	.0318
Santa Cruz	251,041	20,576	28.7	27.2	13.0	11.1	.0095
Yavapai	1,020,354	16,935	30.9	25.6	10.1	6.2	.0352
TOTAL METRO COUNTIES	**36,679,220**	**25,148**	**23.1**	**27.6**	**16.8**	**16.1**	**1.1411**
TOTAL STATE	**43,289,435**	**23,709**	**24.1**	**27.3**	**15.9**	**14.5**	**1.3686**

Arkansas

POPULATION—12/31/89

RETAIL SALES BY STORE GROUP—1989

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
FAYETTEVILLE-SPRINGDALE	**112.7**	**.0451**	**31.1**	**15.6**	**17.6**	**19.8**	**23.4**	**42.7**	**936,359**	**180,150**	**70,998**	**195,428**	**31,720**	**228,600**	**12,073**
Washington	112.7	.0451	31.1	15.6	17.6	19.8	23.4	42.7	936,359	180,150	70,998	195,428	31,720	228,600	12,073
• Fayetteville	45.3	.0181	27.3	28.0	19.1	15.4	19.8	17.6	530,365	93,468	46,124	124,002	16,913	134,328	7,230
• Springdale	27.3	.0109	32.9	9.4	17.7	21.3	25.0	10.4	372,167	68,661	23,484	70,192	14,798	91,704	4,028
SUBURBAN TOTAL	40.1	.0161	35.1	5.9	15.7	23.7	26.4	14.7	33,827	18,021	1,390	1,234	9	2,568	815
FORT SMITH	**186.1**	**.0744**	**33.7**	**9.0**	**16.0**	**21.1**	**26.8**	**69.9**	**1,247,731**	**279,687**	**119,914**	**197,928**	**45,734**	**261,116**	**29,906**
Crawford	45.9	.0183	33.1	8.5	16.3	21.7	25.1	16.2	184,957	55,917	17,656	25,792	5,905	33,393	4,523
Sebastian	103.3	.0413	33.8	9.4	16.8	20.5	27.5	40.8	917,895	179,642	88,438	156,070	35,928	205,649	23,049
• Fort Smith	76.7	.0307	34.0	9.7	17.0	19.8	28.5	31.2	880,476	164,322	86,194	154,553	35,332	200,806	21,780
Sequoyah, Okla.	*36.9*	*.0148*	*34.2*	*8.2*	*13.9*	*21.8*	*27.1*	*12.9*	*144,879*	*44,128*	*13,820*	*16,066*	*3,901*	*22,074*	*2,334*
SUBURBAN TOTAL	109.4	.0437	33.4	8.4	15.6	21.9	25.6	38.7	367,255	115,365	33,720	43,375	10,402	60,310	8,126
LITTLE ROCK-NORTH LITTLE ROCK	**519.2**	**.2079**	**31.6**	**10.8**	**18.5**	**20.8**	**23.0**	**192.0**	**3,944,461**	**723,295**	**345,376**	**610,018**	**180,043**	**1,006,480**	**78,700**
Faulkner	58.8	.0236	30.7	15.7	15.7	19.2	24.1	20.9	325,186	73,540	31,851	34,653	14,515	66,520	7,400
Lonoke	40.0	.0160	33.0	8.4	15.1	22.5	24.5	13.9	135,756	41,546	7,341	13,630	3,468	31,634	5,561
Pulaski	358.2	.1434	31.4	10.7	19.7	20.2	22.7	135.9	3,241,219	540,208	289,878	536,350	153,180	843,300	58,601
• Jacksonville	29.6	.0118	26.1	16.7	21.6	19.7	11.0	9.6	233,176	37,704	19,314	23,721	9,537	96,696	3,896
• Little Rock	190.6	.0763	31.9	10.5	20.3	19.2	24.6	74.7	1,954,152	329,733	193,440	325,654	107,218	504,447	37,850
• North Little Rock	62.7	.0251	34.0	9.7	17.4	19.8	28.5	24.6	798,472	135,218	63,904	175,421	28,680	133,208	14,053
Saline	62.2	.0249	33.1	8.4	17.4	24.5	22.1	21.3	242,300	68,001	16,306	25,385	8,880	65,026	7,138
SUBURBAN TOTAL	236.3	.0947	31.6	10.6	17.0	22.5	21.7	83.1	958,661	220,640	68,718	85,222	34,608	272,129	22,901
PINE BLUFF	**90.6**	**.0363**	**31.8**	**11.3**	**15.6**	**18.4**	**26.6**	**31.3**	**527,787**	**114,724**	**39,626**	**70,517**	**18,924**	**135,364**	**16,830**
Jefferson	90.6	.0363	31.8	11.3	15.6	18.4	26.6	31.3	527,787	114,724	39,626	70,517	18,924	135,364	16,830
• Pine Bluff	71.2	.0285	32.3	11.7	15.3	16.7	29.3	25.8	509,189	109,005	37,646	70,332	17,923	132,761	16,599
SUBURBAN TOTAL	19.4	.0078	30.1	9.9	16.5	24.8	17.0	5.5	18,598	5,719	1,980	185	1,001	2,603	231
TEXARKANA	**122.0**	**.0488**	**34.0**	**8.5**	**15.9**	**19.6**	**28.8**	**45.4**	**848,732**	**162,429**	**65,848**	**150,940**	**37,892**	**179,768**	**19,870**
Miller	39.4	.0157	33.3	8.6	15.8	18.7	28.7	14.4	206,413	73,421	19,244	29,934	4,642	9,951	5,407
• Texarkana	22.7	.0091	34.8	8.7	15.4	17.4	32.2	8.6	192,708	69,837	17,691	29,367	4,070	8,947	5,293
Bowie, Tex.	*82.6*	*.0331*	*34.3*	*8.5*	*15.9*	*20.0*	*28.9*	*31.0*	*642,319*	*89,008*	*46,604*	*121,006*	*33,250*	*169,817*	*14,463*
• *Texarkana*	*33.4*	*.0134*	*34.4*	*9.1*	*16.0*	*16.6*	*32.4*	*13.3*	*475,782*	*48,286*	*35,702*	*110,662*	*29,010*	*135,643*	*6,765*
SUBURBAN TOTAL	65.9	.0263	33.5	8.2	16.1	21.8	25.8	23.5	180,242	44,306	12,455	10,911	4,812	35,178	7,812
OTHER COUNTIES															
Arkansas	22.1	.0088	35.3	8.7	15.1	19.7	30.7	8.5	112,065	31,086	8,868	14,956	3,439	17,892	4,614
Ashley	26.3	.0105	33.4	8.3	14.7	20.8	26.9	9.4	99,244	29,382	5,668	15,131	3,004	23,015	3,203
Baxter	32.3	.0130	47.4	5.3	11.2	16.8	47.6	13.6	205,435	55,161	14,628	30,964	13,846	34,812	4,747
Benton	100.3	.0401	36.7	8.6	14.5	19.9	32.4	38.3	579,438	137,995	41,700	72,318	22,089	166,790	9,443
Boone	30.2	.0121	36.9	8.1	14.8	20.3	32.5	11.9	224,872	45,205	16,657	30,029	8,162	71,415	6,133
Bradley	13.2	.0053	38.2	8.0	12.3	18.9	35.3	5.0	47,229	15,877	3,038	2,685	1,622	7,307	1,620
Calhoun	6.0	.0024	36.3	10.2	12.9	18.8	32.9	2.2	11,868	4,183	571	211	296	2,761	956
Carroll	19.1	.0076	40.1	6.8	14.0	20.0	37.2	8.1	123,937	31,716	10,624	11,482	3,111	28,292	3,297
Chicot	16.3	.0065	32.5	8.5	12.2	16.5	30.5	5.6	49,370	14,221	3,385	1,863	1,399	8,875	3,290
Clark	22.6	.0091	32.5	16.9	13.9	17.5	29.1	7.9	164,734	30,645	13,779	18,051	2,593	51,087	4,959
Clay	19.8	.0079	39.2	7.3	12.5	20.4	35.8	7.7	71,169	21,494	4,358	7,145	1,404	19,971	2,546
Cleburne	20.8	.0083	40.3	7.0	11.9	21.7	36.5	8.1	98,679	21,528	4,530	13,365	1,943	30,252	3,618
Cleveland	8.3	.0034	36.2	7.5	14.3	21.3	30.6	3.0	8,139	3,292	349	53	328	587	793
Columbia	26.5	.0106	35.2	11.6	13.1	18.9	31.4	9.9	141,400	32,741	11,010	25,635	6,703	23,631	4,318
Conway	19.7	.0079	35.1	8.5	13.7	19.5	30.7	7.1	92,148	23,183	4,496	11,193	2,884	26,399	2,069
Craighead	67.0	.0268	31.8	13.6	16.8	20.5	24.1	24.5	536,834	95,875	39,497	99,560	27,280	98,929	10,325
☐ Crittenden	51.3	.0206	29.8	9.7	15.4	19.5	22.4	17.3	372,835	72,192	26,932	31,695	6,155	68,266	13,237
• West Memphis	28.0	.0112	30.2	10.0	16.8	20.7	21.1	9.9	309,673	57,590	24,067	26,624	5,822	64,562	12,363
Cross	19.9	.0079	31.7	8.9	14.8	18.9	26.3	6.8	70,954	22,737	3,443	13,168	2,436	11,876	2,346
Dallas	10.5	.0042	36.3	8.0	13.9	18.6	33.0	4.0	54,498	12,404	2,384	7,973	2,326	12,498	2,353
Desha	18.7	.0075	31.4	9.3	14.5	17.0	27.8	6.4	79,718	17,914	3,927	11,691	3,834	19,905	2,547
Drew	18.2	.0073	32.2	12.0	15.1	19.3	26.4	6.5	94,968	21,821	7,912	16,879	4,216	21,520	2,446
Franklin	16.1	.0064	35.9	8.5	14.2	20.3	31.0	5.9	40,631	7,712	3,514	5,783	722	9,707	2,287
Fulton	10.8	.0043	40.1	6.6	13.0	19.1	37.7	4.5	24,142	7,408	1,838	753	963	4,340	1,774
Garland	78.3	.0314	39.9	7.6	13.8	19.2	37.6	32.9	589,507	128,554	56,022	82,212	17,055	144,654	21,811
Grant	14.6	.0058	35.2	8.2	14.8	23.8	26.6	5.3	39,969	11,592	2,731	8,068	656	5,835	1,092
Greene	32.8	.0131	35.2	8.7	15.3	21.0	29.3	12.5	163,156	31,381	16,096	22,560	5,135	30,048	6,677
Hempstead	23.3	.0094	36.4	7.9	13.6	19.9	32.1	8.4	93,727	32,909	7,760	4,161	2,790	15,066	3,506
Hot Spring	28.1	.0112	35.5	8.1	15.2	20.7	30.1	10.6	99,619	26,306	7,690	14,614	2,777	26,875	2,403
Howard	13.9	.0056	36.3	7.8	14.0	18.6	33.2	5.1	54,294	13,077	2,364	11,303	1,107	13,216	2,113
Independence	32.9	.0131	34.8	8.9	15.7	21.1	28.6	12.0	185,900	40,106	13,567	28,672	4,879	48,182	3,726
Izard	11.5	.0046	44.8	5.7	11.7	17.5	44.9	4.6	40,003	14,735	1,957	1,725	492	8,061	1,882
Jackson	20.0	.0080	35.5	8.2	14.4	19.9	30.9	7.6	82,694	14,823	6,785	11,580	1,281	21,060	3,448
Johnson	18.9	.0076	37.0	8.6	13.6	19.1	33.7	7.1	97,681	21,634	4,014	8,864	2,888	34,580	3,095
Lafayette	9.4	.0037	35.9	7.4	12.9	18.3	32.9	3.4	23,905	9,210	1,624	1,900	1,023	3,088	1,312
Lawrence	18.1	.0073	36.9	9.3	13.6	19.4	33.2	7.0	88,957	20,175	5,890	11,181	3,190	23,896	2,238
Lee	14.5	.0058	31.9	8.1	12.2	16.9	29.3	5.0	30,772	10,944	929	1,758	352	8,622	954
Lincoln	12.9	.0051	32.6	11.2	20.1	19.9	25.2	3.4	16,977	7,258	571	991	518	1,962	1,045
Little River	14.6	.0059	32.9	8.3	15.1	20.4	26.4	5.0	57,417	17,205	3,689	7,636	988	17,602	1,597
Logan	21.5	.0086	36.7	7.6	13.5	19.6	32.9	7.7	82,384	20,372	6,367	14,205	3,198	22,856	1,620
Madison	12.4	.0050	36.8	7.3	14.8	20.3	32.2	4.7	33,610	5,383	2,374	8,805	601	6,647	1,351
Marion	13.7	.0055	40.7	5.9	12.5	18.7	39.2	5.3	26,055	13,201	2,043	499	392	2,915	1,119

ARK. (cont.)

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
Mississippi	57.2	.0229	30.2	10.9	15.8	18.4	24.0	19.7
Monroe	12.0	.0048	34.8	8.1	12.6	17.5	32.2	4.4
Montgomery	8.5	.0034	39.9	7.2	13.1	20.6	36.5	3.4
Nevada	10.5	.0042	36.6	7.9	13.3	17.8	34.3	3.7
Newton	8.5	.0034	34.4	7.6	15.8	21.0	28.1	3.1
Ouachita	34.3	.0138	36.3	8.2	14.4	19.0	32.8	13.0
Perry	8.5	.0034	35.4	7.2	14.3	20.6	30.0	2.9
Phillips	31.1	.0124	31.4	8.6	12.8	17.7	27.7	10.6
Pike	11.0	.0044	36.7	8.2	13.8	20.5	32.2	4.2
Poinsett	25.8	.0103	34.3	8.5	14.8	20.8	28.2	9.3
Polk	18.0	.0072	38.7	7.0	12.3	20.6	34.9	6.6
Pope	46.0	.0185	32.8	11.6	15.8	21.3	25.3	17.1
Prairie	9.6	.0038	36.0	8.3	13.7	20.2	31.3	3.6
Randolph	17.3	.0069	36.5	7.7	13.7	20.6	31.7	6.6
St. Francis	29.6	.0118	30.5	8.8	14.4	18.1	25.3	9.8
Scott	10.8	.0044	38.2	7.3	12.4	22.4	32.8	4.2
Searcy	8.8	.0035	38.4	7.0	13.6	20.1	34.7	3.5
Sevier	14.5	.0058	35.8	7.6	14.5	21.0	30.3	5.5
Sharp	16.2	.0065	43.4	6.5	11.3	16.7	43.2	6.4
Stone	10.3	.0041	37.4	6.9	14.3	21.9	32.0	3.9
Union	49.2	.0197	35.7	8.5	14.8	18.7	32.2	18.6
Van Buren	16.3	.0066	40.8	6.2	12.6	18.9	38.7	6.4
White	55.8	.0223	33.6	12.5	14.1	20.2	27.8	19.8
Woodruff	9.7	.0039	34.3	8.2	13.7	16.9	32.2	3.5
Yell	18.6	.0074	37.7	7.8	13.6	20.7	33.3	7.1
TOTAL METRO COUNTIES	**962.4**	**.3852**	**31.9**	**11.0**	**17.5**	**20.3**	**24.2**	**354.7**
TOTAL STATE	**2,436.6**	**.9752**	**33.9**	**9.7**	**15.5**	**19.9**	**28.5**	**904.1**

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
Mississippi	267,114	60,798	22,394	38,809	6,466	67,220	7,278
Monroe	54,058	15,313	5,327	6,204	1,628	6,662	2,246
Montgomery	21,648	7,246	1,743	1,297	562	2,435	1,077
Nevada	32,511	9,135	1,052	1,219	1,408	6,143	1,844
Newton	8,623	4,815	428	262	125	353	978
Ouachita	190,877	52,779	11,090	19,518	7,761	38,609	6,138
Perry	23,954	7,649	508	37	565	753	333
Phillips	133,923	35,631	10,283	17,356	4,097	28,587	5,050
Pike	42,219	10,751	1,844	2,498	475	12,306	1,343
Poinsett	90,715	20,603	5,296	9,831	2,077	23,915	3,566
Polk	70,663	20,709	4,623	13,686	1,609	13,522	2,271
Pope	343,498	77,058	25,445	45,547	14,913	87,995	8,251
Prairie	35,611	7,331	1,732	966	398	14,851	859
Randolph	72,342	24,012	4,176	11,059	2,040	9,711	1,891
St. Francis	123,642	30,013	8,398	20,205	4,888	17,494	4,344
Scott	37,268	9,404	2,602	9,376	1,128	6,013	2,150
Searcy	25,475	7,097	1,153	2,002	825	5,600	1,481
Sevier	74,166	21,150	5,454	13,030	806	13,182	1,731
Sharp	63,681	31,158	4,039	10,323	2,658	7,000	770
Stone	36,919	12,762	2,099	1,847	1,021	11,334	450
Union	352,284	77,794	17,099	33,537	13,628	91,229	11,545
Van Buren	59,411	20,503	2,395	4,432	3,972	9,248	2,199
White	320,548	78,046	25,215	35,617	10,321	88,534	7,981
Woodruff	33,177	9,503	1,236	3,268	1,098	6,727	1,988
Yell	58,078	14,761	3,051	10,548	1,013	14,010	3,544
TOTAL METRO COUNTIES	**7,090,707**	**1,399,341**	**608,270**	**1,119,454**	**283,317**	**1,687,703**	**153,819**
TOTAL STATE	**14,401,211**	**3,187,807**	**1,125,601**	**2,083,550**	**532,721**	**3,398,162**	**375,800**

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
FAYETTEVILLE–SPRINGDALE	**1,225,204**	**20,535**	**26.9**	**27.5**	**12.5**	**11.2**	**.0440**
Washington	1,225,204	20,535	26.9	27.5	12.5	11.2	.0440
• Fayetteville	504,803	18,076	27.7	22.6	10.5	12.5	.0206
• Springdale	314,933	23,767	24.8	31.0	16.4	11.2	.0135
SUBURBAN TOTAL	405,468	21,033	27.6	30.9	12.1	9.6	.0099
FORT SMITH	**1,863,234**	**18,975**	**27.4**	**27.0**	**11.9**	**8.7**	**.0650**
Crawford	412,569	19,841	26.7	30.7	11.8	7.0	.0132
Sebastian	1,228,585	21,186	26.2	27.4	14.3	11.2	.0429
• Fort Smith	961,522	21,253	26.1	26.7	14.1	12.2	.0361
Sequoyah, Okla.	*222,080*	*12,665*	*32.8*	*20.7*	*4.5*	*2.9*	*.0089*
SUBURBAN TOTAL	901,712	17,349	28.5	27.2	10.1	5.9	.0289
LITTLE ROCK–NORTH LITTLE ROCK	**6,277,292**	**24,071**	**23.4**	**27.8**	**16.0**	**14.9**	**.2056**
Faulkner	645,074	22,610	25.0	27.0	15.9	12.4	.0201
Lonoke	333,094	17,866	26.8	26.6	12.0	6.2	.0106
Pulaski	4,708,747	25,294	22.7	27.2	16.4	17.4	.1568
• Jacksonville	318,739	24,107	28.6	34.0	15.5	11.8	.0113
• Little Rock	2,683,822	25,041	22.7	26.4	15.4	18.6	.0901
— • North Little Rock	822,722	24,947	21.7	26.4	[illegible]	17.8	.0314
Saline	590,377	22,662	24.3	32.0	16.7	7.2	.0181
SUBURBAN TOTAL	2,452,009	23,045	24.0	28.5	16.8	11.1	.0728
PINE BLUFF	**824,973**	**18,799**	**24.0**	**24.1**	**12.7**	**10.8**	**.0289**
Jefferson	824,973	18,799	24.0	24.1	12.7	10.8	.0289
• Pine Bluff	661,770	17,760	24.4	23.3	11.6	10.5	.0246
SUBURBAN TOTAL	163,203	24,663	22.5	28.0	17.7	12.3	.0043
TEXARKANA	**1,211,717**	**19,918**	**24.2**	**26.3**	**13.9**	**9.5**	**.0430**
Miller	399,296	20,810	22.9	26.5	14.5	10.5	.0128
• Texarkana	233,963	19,889	24.0	25.5	14.5	9.8	.0087
Bowie, Tex.	*812,421*	*19,569*	*24.6*	*26.4*	*13.6*	*9.1*	*.0302*
• Texarkana	*330,611*	*17,721*	*26.0*	*24.2*	*11.5*	*8.8*	*.0160*
SUBURBAN TOTAL	647,143	21,411	23.0	27.9	15.1	9.9	.0183

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
OTHER COUNTIES							
Arkansas	213,539	17,084	27.5	23.6	10.3	9.0	.0070
Ashley	258,787	20,865	20.6	23.6	16.2	11.4	.0077
Baxter	355,390	19,481	32.3	29.6	11.7	7.2	.0116
Benton	1,153,752	22,788	26.4	31.1	14.7	10.9	.0357
Boone	271,105	15,969	32.4	23.6	8.6	6.4	.0105
Bradley	116,342	16,732	23.8	24.0	11.7	6.8	.0036
Calhoun	56,119	18,310	23.5	25.0	14.6	7.0	.0015
Carroll	179,217	16,347	32.1	24.8	8.5	5.9	.0064
Chicot	105,846	11,480	26.5	17.0	5.4	6.2	.0037
Clark	199,988	16,646	26.3	23.8	12.1	7.0	.0078
Clay	157,625	13,981	32.2	20.9	7.6	4.0	.0052
Cleburne	192,031	17,263	30.2	25.3	8.9	7.8	.0064
Cleveland	71,893	17,191	26.4	22.9	13.9	7.3	.0019
Columbia	289,876	19,712	23.8	24.0	13.3	12.1	.0090
Conway	183,989	18,846	24.1	25.7	12.3	9.6	.0060
Craighead	671,680	19,637	27.6	28.0	12.2	8.9	.0248
☐ Crittenden	405,706	16,072	25.4	23.1	11.9	6.6	.0168
• West Memphis	253,054	18,551	24.5	26.2	13.4	7.3	.0115
Cross	162,710	16,680	28.7	25.8	9.1	6.4	.0053
Dallas	107,720	18,916	26.6	28.0	11.1	8.1	.0034
Desha	146,377	14,101	26.8	18.6	11.2	6.9	.0051
Drew	173,165	18,747	25.5	23.2	13.2	10.6	.0058
Franklin	149,200	19,394	27.9	29.1	12.1	7.2	.0043
Fulton	73,504	12,339	36.2	18.0	3.6	1.7	.0024
Garland	923,117	19,417	26.5	25.4	12.5	10.9	.0306
Grant	144,826	21,458	21.3	29.3	13.9	9.7	.0041
Greene	320,270	19,120	27.8	27.6	12.9	7.0	.0103
Hempstead	198,217	16,739	27.0	25.1	12.1	6.2	.0066
Hot Spring	255,227	18,052	26.4	26.1	13.3	5.9	.0077
Howard	112,532	16,123	27.8	26.1	9.3	4.6	.0039

ARK. (cont.)

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Independence	292,600	18,222	29.1	27.2	11.8	6.6	.0103
Izard	95,447	15,040	31.2	24.0	7.9	4.3	.0031
Jackson	171,088	15,483	28.9	23.0	8.1	6.5	.0057
Johnson	160,350	15,819	30.7	25.0	7.8	5.5	.0057
Lafayette	84,108	16,507	24.2	20.1	12.1	10.3	.0024
Lawrence	143,858	14,388	30.2	22.7	7.3	4.5	.0052
Lee	91,132	11,321	27.3	16.6	6.4	4.4	.0031
Lincoln	78,172	15,031	27.5	21.6	9.6	5.6	.0025
Little River	137,687	19,511	21.8	24.2	12.1	12.8	.0043
Logan	182,139	16,341	30.5	23.0	9.7	7.2	.0059
Madison	93,689	15,174	31.7	26.0	7.5	2.3	.0029
Marion	120,133	15,697	31.5	23.8	7.9	6.9	.0035
Mississippi	493,393	17,621	29.3	25.2	10.8	7.5	.0167
Monroe	83,108	12,103	26.1	18.3	6.9	5.1	.0032
Montgomery	69,821	15,124	31.8	24.5	–7.9	3.8	.0022
Nevada	77,716	14,492	30.7	21.1	8.9	4.4	.0025
Newton	48,548	11,432	33.3	17.4	4.5	1.5	.0016
Ouachita	316,934	17,209	25.6	23.1	12.5	8.0	.0109
Perry	58,353	15,228	29.9	26.8	8.1	2.7	.0020
Phillips	218,425	12,629	24.4	19.2	8.9	5.7	.0081

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Pike	75,485	12,841	32.6	19.6	5.8	3.1	.0028
Poinsett	199,575	14,840	30.9	23.1	6.4	5.8	.0067
Polk	145,666	14,732	31.7	21.5	7.5	5.0	.0048
Pope	438,946	18,365	27.9	25.6	12.0	8.0	.0164
Prairie	74,054	14,122	29.4	21.1	7.1	5.4	.0025
Randolph	143,361	15,651	31.0	25.4	7.6	5.0	.0047
St. Francis	207,026	13,649	25.9	22.6	7.6	5.7	.0078
Scott	85,836	14,132	33.4	21.7	7.0	4.2	.0030
Searcy	49,210	9,750	30.5	12.3	4.2	1.7	.0018
Sevier	135,685	18,687	25.7	26.2	13.6	7.4	.0046
Sharp	130,774	14,430	34.5	21.7	5.8	4.9	.0043
Stone	66,857	11,525	31.3	15.3	7.3	2.5	.0025
Union	468,712	17,424	24.5	23.5	12.3	8.7	.0172
Van Buren	121,096	14,283	32.7	22.0	6.2	3.5	.0042
White	472,647	16,979	28.7	25.4	10.5	6.4	.0172
Woodruff	64,009	11,966	28.1	20.3	4.7	3.8	.0023
Yell	164,655	16,780	29.7	25.2	9.6	6.3	.0050
TOTAL METRO COUNTIES	**10,773,625**	**22,140**	**24.4**	**27.2**	**14.7**	**12.7**	**.3642**
TOTAL STATE	**24,077,964**	**18,808**	**26.7**	**25.6**	**12.2**	**9.4**	**.8121**

California

POPULATION—12/31/89

S&MM ESTIMATES

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
ANAHEIM–SANTA ANA	**2,314.0**	**.9262**	**32.5**	**11.4**	**19.0**	**23.4**	**21.8**	**822.1**	**21,124,147**	**4,050,196**	**2,696,075**	**2,229,949**	**1,478,120**	**4,798,012**	**664,417**
Orange	2,314.0	.9262	32.5	11.4	19.0	23.4	21.8	822.1	21,124,147	4,050,196	2,696,075	2,229,949	1,478,120	4,798,012	664,417
• Anaheim	251.5	.1007	31.8	12.7	19.6	21.6	22.0	91.8	2,129,934	449,572	336,342	126,405	205,864	429,280	71,481
Buena Park	68.5	.0274	31.4	12.7	17.5	23.8	19.9	22.9	735,795	123,893	74,479	85,081	25,978	230,801	30,238
Costa Mesa	93.2	.0373	31.8	14.6	23.0	21.4	21.4	37.0	1,912,600	181,117	176,288	297,534	135,910	435,499	25,107
Cypress	47.2	.0189	32.7	10.8	14.7	30.2	16.3	14.8	257,474	51,597	39,688	27,547	11,452	59,636	10,715
Fountain Valley	56.1	.0225	32.9	8.6	15.3	32.1	14.6	16.5	405,268	111,079	53,640	10,012	47,759	15,475	33,728
Fullerton	113.4	.0454	32.6	13.7	19.0	21.7	23.7	42.2	1,105,197	169,140	128,770	237,617	64,433	246,614	37,814
Garden Grove	140.9	.0564	31.9	11.9	18.2	22.3	22.1	48.1	1,125,444	270,836	123,868	88,445	68,619	342,154	34,119
Huntington Beach	192.4	.0770	31.7	11.6	20.5	25.6	17.6	69.1	1,487,578	294,196	178,715	151,890	130,819	358,948	44,614
Irvine	104.9	.0420	31.2	10.0	23.6	27.9	13.3	36.9	1,123,690	189,168	142,130	34,857	66,425	527,874	28,036
La Habra	50.6	.0203	32.8	12.3	17.7	21.3	24.8	18.6	396,753	105,416	45,436	47,684	38,467	63,105	18,072
Newport Beach	70.3	.0281	38.6	11.0	17.8	25.7	30.9	31.2	1,134,847	167,250	224,554	102,122	36,196	368,908	26,463
Orange	107.2	.0429	32.3	11.4	18.3	23.7	21.4	37.2	1,436,523	201,853	177,686	168,963	100,942	326,407	33,582
• Santa Ana	244.7	.0979	29.1	13.2	21.3	18.7	18.6	77.2	2,102,187	387,679	236,927	333,465	151,116	471,008	62,694
Westminster	76.6	.0307	32.6	10.8	17.2	24.4	21.5	26.1	851,111	177,600	66,333	130,203	53,946	241,394	17,549
SUBURBAN TOTAL	1,817.8	.7276	33.1	11.1	18.5	24.4	22.2	653.1	16,892,026	3,212,945	2,122,806	1,770,079	1,121,140	3,897,724	530,242
BAKERSFIELD	**534.9**	**.2141**	**31.5**	**10.5**	**17.4**	**20.2**	**23.6**	**188.9**	**3,131,558**	**804,911**	**288,338**	**280,757**	**130,899**	**624,692**	**155,357**
Kern	534.9	.2141	31.5	10.5	17.4	20.2	23.6	188.9	3,131,558	804,911	288,338	280,757	130,899	624,692	155,357
• Bakersfield	166.8	.0668	30.8	11.4	20.5	19.5	21.8	63.2	1,778,334	337,647	161,011	233,767	101,738	452,246	78,760
SUBURBAN TOTAL	368.1	.1473	31.8	10.1	16.1	20.4	24.5	125.7	1,353,224	467,264	127,327	46,990	29,161	172,446	76,597
CHICO	**181.4**	**.0726**	**34.3**	**13.0**	**17.2**	**17.3**	**31.5**	**72.9**	**1,035,043**	**242,795**	**117,223**	**105,047**	**62,158**	**192,068**	**70,425**
Butte	181.4	.0726	34.3	13.0	17.2	17.3	31.5	72.9	1,035,043	242,795	117,223	105,047	62,158	192,068	70,425
• Chico	36.4	.0146	26.1	31.4	20.8	13.0	18.5	14.7	479,604	93,996	60,445	26,224	35,874	101,619	37,195
SUBURBAN TOTAL	145.0	.0580	37.3	8.4	16.2	18.4	34.8	58.2	555,439	148,799	56,778	78,823	26,284	90,449	33,230
FRESNO	**630.6**	**.2524**	**31.4**	**11.2**	**18.1**	**19.8**	**23.7**	**225.6**	**4,070,575**	**963,493**	**385,154**	**424,854**	**238,992**	**845,010**	**239,830**
Fresno	630.6	.2524	31.4	11.2	18.1	19.8	23.7	225.6	4,070,575	963,493	385,154	424,854	238,992	845,010	239,830
• Fresno	325.5	.1303	30.9	12.4	20.1	18.0	23.8	124.3	2,879,124	559,224	278,222	398,067	210,861	543,430	166,471
SUBURBAN TOTAL	305.1	.1221	32.1	9.9	15.8	21.9	23.5	101.3	1,191,451	404,269	106,932	26,787	28,131	301,580	73,359
LOS ANGELES–LONG BEACH	**8,813.6**	**3.5277**	**32.7**	**10.9**	**18.9**	**21.5**	**24.1**	**3,199.6**	**63,656,604**	**11,331,194**	**7,685,516**	**6,766,315**	**4,316,173**	**14,461,889**	**2,344,791**
Los Angeles	8.813.6	3.5277	32.7	10.9	18.9	21.5	24.1	3,199.6	63,656,604	11,331,194	7,685,516	6,766,315	4,316,173	14,461,889	2,344,791
Alhambra	76.0	.0304	34.5	10.5	19.7	18.1	31.0	30.4	745,040	85,107	65,866	101,607	36,527	347,301	16,132
Arcadia	50.0	.0200	40.3	8.4	11.9	25.4	34.1	19.3	522,611	99,414	70,377	116,878	22,567	53,288	26,964
Baldwin Park	66.4	.0266	27.0	11.2	18.3	19.0	16.4	18.1	193,091	62,106	22,770	15,552	5,951	37,499	5,949
Bellflower	62.1	.0249	32.9	13.1	18.8	18.9	27.1	24.9	382,217	52,043	45,309	13,505	28,185	129,707	21,883
• Burbank	93.7	.0375	38.1	9.1	16.9	22.3	32.7	39.4	881,244	157,522	124,412	186,230	53,031	114,940	42,663
Carson	90.8	.0363	30.9	10.0	15.8	25.7	17.8	25.5	658,254	98,047	48,829	73,319	53,252	232,372	13,921
Cerritos	60.3	.0241	31.2	6.8	18.1	32.1	11.0	16.6	1,322,467	66,811	68,367	255,514	53,879	634,433	10,187

CAL. (cont.)

POPULATION—12/31/89

S&MM ESTIMATES

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
Compton	98.2	.0393	25.3	12.6	16.0	20.0	14.5	25.1	223,332	61,304	23,581	19,289	3,055	49,734	19,289
Downey	88.5	.0354	36.8	10.7	16.3	21.6	31.1	34.9	1,066,150	109,209	87,127	87,687	36,174	548,600	29,844
El Monte	100.5	.0402	27.5	12.4	18.4	17.6	18.7	30.4	763,891	95,657	40,219	43,381	21,339	403,743	22,823
Gardena	51.9	.0208	33.7	10.4	19.3	22.5	25.0	19.4	514,971	107,499	48,210	35,208	20,915	152,520	21,600
Glendale	169.4	.0678	38.3	9.2	17.1	22.0	33.3	72.2	1,730,006	244,541	177,919	198,484	105,356	520,158	42,561
Hawthorne	67.0	.0268	32.5	11.9	20.6	22.0	22.9	27.2	492,244	118,549	47,540	64,260	19,501	70,983	32,171
Huntington Park	57.3	.0229	27.8	12.6	19.6	17.3	18.7	18.6	298,617	41,621	22,902	8,507	34,504	67,832	16,377
Inglewood	107.1	.0429	30.4	11.3	23.2	20.6	18.7	41.0	655,721	106,006	59,613	121,557	30,647	172,423	28,854
Lakewood	77.8	.0311	33.6	9.6	18.2	22.5	25.0	26.7	755,549	125,748	92,035	146,388	63,024	124,788	28,390
La Mirada	43.2	.0173	32.9	13.2	14.0	24.9	22.2	12.7	242,016	67,088	30,411	13,912	16,406	24,239	22,278
Lancaster	78.5	.0314	33.0	9.8	16.3	22.9	23.9	28.5	877,489	152,929	64,489	122,619	53,246	244,714	44,863
• Long Beach	425.1	.1701	33.7	11.6	20.2	17.9	29.4	177.3	2,576,009	525,280	379,972	174,578	103,295	662,850	101,642
• Los Angeles	3,463.7	1.3864	33.1	11.3	19.8	21.4	24.8	1,317.4	23,320,747	4,268,536	3,146,155	2,126,992	1,780,586	4,265,062	890,456
Lynwood	58.4	.0234	26.8	10.6	19.6	17.9	16.1	16.8	157,833	69,297	15,715	15,697	6,241	5,167	13,371
Montebello	58.5	.0234	32.7	11.5	17.4	19.9	26.1	19.7	493,075	105,887	51,570	70,531	35,946	59,022	23,557
Monterey Park	64.0	.0256	33.9	10.6	18.1	21.8	26.3	21.5	347,182	107,297	57,300	12,20	18,752	56,162	24,806
Norwalk	93.6	.0375	29.6	11.6	18.1	20.3	20.0	27.5	692,197	121,378	54,789	131,540	18,592	188,783	15,743
• Pasadena	135.9	.0544	34.3	10.9	19.7	19.1	29.4	54.0	1,507,864	187,580	182,842	264,022	97,688	445,116	39,855
Pico Rivera	57.8	.0231	30.1	11.1	15.6	20.4	22.0	16.6	184,522	60,842	31,864	29,517	5,159	5,596	10,260
• Pomona	123.4	.0494	28.8	12.5	19.3	17.7	20.4	39.6	689,052	136,012	83,820	86,139	18,920	175,605	25,001
Redondo Beach	66.8	.0267	32.0	12.4	27.4	22.5	19.4	28.8	566,306	114,938	87,460	59,447	43,704	15,783	15,605
Rosemead	49.5	.0198	30.1	10.6	17.7	18.9	22.4	15.2	249,937	44,422	33,292	34,189	16,925	25,064	11,013
Santa Monica	97.9	.0392	36.5	9.3	24.8	20.7	31.6	48.6	1,435,970	143,952	210,816	111,989	113,794	446,844	48,767
South Gate	85.4	.0342	30.5	10.1	17.9	18.3	23.6	29.2	604,712	98,848	30,946	62,088	6,858	317,867	13,739
Torrance	142.5	.0570	35.9	10.2	17.0	25.9	25.9	54.2	2,361,369	295,669	194,570	366,012	282,800	587,669	57,475
West Covina	100.9	.0404	31.5	11.5	19.2	23.4	19.8	33.1	940,249	157,247	78,131	121,070	50,092	337,973	34,332
Whittier	76.0	.0304	35.1	11.2	17.3	18.1	32.0	29.7	679,477	98,176	56,131	69,482	38,151	243,006	25,297
SUBURBAN TOTAL	4,571.8	1.8299	32.2	10.5	18.0	22.2	22.9	1,571.9	34,681,688	6,056,264	3,768,315	3,928,354	2,262,653	8,798,316	1,245,174
LOS ANGELES–ANAHEIM–RIVERSIDE CONSOLIDATED AREA	***14,234.9***	***5.6976***	***32.6***	***10.8***	***18.6***	***21.6***	***23.9***	***5,113.1***	***106,096,843***	***19,986,839***	***12,497,200***	***11,611,404***	***6,811,664***	***24,208,088***	***3,734,570***
MERCED	**179.5**	**.0718**	**29.9**	**11.4**	**17.4**	**19.9**	**21.2**	**58.3**	**776,981**	**175,677**	**78,611**	**79,709**	**34,510**	**157,997**	**54,063**
Merced	179.5	.0718	29.9	11.4	17.4	19.9	21.2	58.3	776,981	175,677	78,611	79,709	34,510	157,997	54,063
• Merced	53.2	.0213	29.6	12.6	19.4	18.5	21.0	19.2	485,232	96,737	36,119	67,195	25,686	124,555	33,395
SUBURBAN TOTAL	126.3	.0505	30.0	11.0	16.6	20.4	21.3	39.1	291,749	78,940	42,492	12,514	8,824	33,442	20,668
MODESTO	**355.6**	**.1423**	**32.3**	**10.1**	**17.6**	**20.5**	**24.8**	**125.0**	**2,387,677**	**497,377**	**211,670**	**290,125**	**126,922**	**471,246**	**176,301**
Stanislaus	355.6	.1423	32.3	10.1	17.6	20.5	24.8	125.0	2,387,677	497,377	211,670	290,125	126,922	471,246	176,301
• Modesto	151.9	.0608	31.5	10.2	20.1	20.8	22.2	55.3	1,477,942	278,753	131,058	243,329	90,637	272,609	100,927
• Turlock	39.0	.0156	31.3	12.5	19.3	17.3	25.6	14.8	323,703	80,902	31,566	29,555	15,035	56,286	29,671
SUBURBAN TOTAL	164.7	.0659	33.7	9.6	14.6	20.9	27.2	54.9	586,032	137,722	49,046	17,241	21,250	142,351	45,703
OAKLAND	**2,049.4**	**.8203**	**33.4**	**10.4**	**19.6**	**22.7**	**24.2**	**793.3**	**15,325,582**	**3,341,748**	**1,666,043**	**1,687,264**	**974,692**	**2,891,932**	**801,216**
Alameda	1,263.7	.5058	33.1	11.2	20.3	21.8	24.3	496.4	9,609,995	2,078,969	1,101,017	965,660	602,653	1,944,179	474,782
Alameda	76.9	.0308	34.4	11.7	21.0	21.1	27.6	32.4	810,959	130,207	80,908	203,138	33,924	111,932	39,599
• Berkeley	107.7	.0431	31.5	19.7	25.5	19.4	21.7	47.7	946,449	188,048	136,873	57,231	74,101	126,595	28,271

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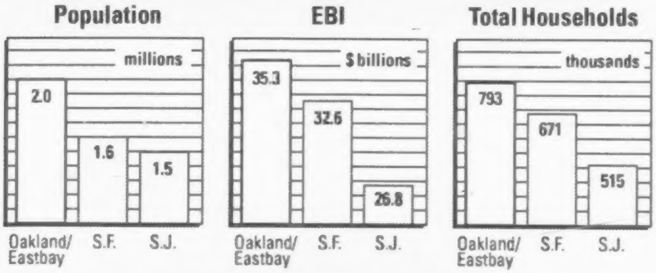

Oakland/Eastbay:
The Strength of the Bay Area Market.

Sources: Sales & Marketing Management 1990 Survey of Buying Power. Simmons/Scarborough Newspaper Audience Study, 1989.

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POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
Fremont	170.1	.0681	31.0	11.4	19.7	25.6	16.5	58.2
Hayward	105.3	.0421	32.3	12.2	19.7	20.4	24.4	39.4
• Livermore	57.2	.0229	31.2	9.0	19.2	26.6	16.1	19.5
• Oakland	362.7	.1452	33.5	10.1	21.3	19.4	27.4	154.3
San Leandro	68.2	.0273	41.5	8.9	15.3	19.9	39.1	29.4
Contra Costa	**785.7**	**.3145**	**34.1**	**9.1**	**18.1**	**24.2**	**24.1**	**296.9**
Antioch	58.1	.0233	30.4	9.7	20.4	21.7	18.9	20.8
Concord	111.7	.0447	32.2	10.7	20.0	23.8	20.6	42.3
Richmond	83.1	.0333	32.7	9.9	18.5	19.8	25.9	31.7
Walnut Creek	66.0	.0264	41.2	7.5	14.1	24.2	36.7	29.7
SUBURBAN TOTAL	1,521.8	.6091	33.7	9.8	18.7	23.6	23.9	571.8
OXNARD–VENTURA	**673.2**	**.2694**	**31.5**	**10.0**	**18.3**	**22.9**	**20.7**	**222.6**
Ventura	673.2	.2694	31.5	10.0	18.3	22.9	20.7	222.6
• Oxnard	137.8	.0552	28.9	11.8	19.0	19.7	18.8	42.8
Simi Valley	101.8	.0407	29.1	9.2	19.0	26.7	12.2	29.3
Thousand Oaks	104.5	.0418	32.4	9.2	17.9	28.0	17.4	35.2
• Ventura	92.4	.0370	34.3	9.7	18.6	21.2	27.4	36.9
SUBURBAN TOTAL	443.0	.1772	31.7	9.5	18.1	24.2	19.9	142.9
REDDING	**144.4**	**.0578**	**34.0**	**8.8**	**17.2**	**22.3**	**26.0**	**54.2**
Shasta	144.4	.0578	34.0	8.8	17.2	22.3	26.0	54.2
• Redding	56.3	.0225	33.2	10.9	18.4	20.7	26.1	22.8
SUBURBAN TOTAL	88.1	.0353	34.6	7.4	16.4	23.4	26.0	31.4
RIVERSIDE–SAN BERNARDINO	**2,434.1**	**.9743**	**32.7**	**10.0**	**17.5**	**19.7**	**26.3**	**868.8**
Riverside	1,054.0	.4219	34.7	9.1	16.3	19.1	30.4	381.4
• Palm Springs	32.0	.0128	47.0	7.2	13.4	18.6	46.7	15.0
• Riverside	225.9	.0904	30.8	11.8	20.1	19.8	21.7	80.1
San Bernardino	1,380.1	.5524	31.4	10.7	18.5	20.2	23.1	487.4
Chino	60.3	.0241	28.2	11.2	23.9	21.0	12.8	16.8
Ontario	129.5	.0518	28.8	10.9	21.7	18.3	18.3	43.8
Rancho Cucamonga	100.2	.0401	28.8	8.3	24.0	22.1	13.0	31.5

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
Fremont	1,357,701	293,981	131,633	71,194	93,569	403,816	58,187
Hayward	1,128,672	193,954	99,052	217,278	64,937	331,175	49,657
• Livermore	353,344	98,866	33,930	17,850	13,315	76,297	24,322
• Oakland	2,044,660	473,541	300,939	109,901	116,016	381,339	133,253
San Leandro	848,566	199,438	78,982	145,001	55,708	118,026	49,226
Contra Costa	**5,715,587**	**1,262,779**	**565,026**	**721,604**	**372,039**	**947,753**	**326,434**
Antioch	382,716	103,861	38,874	68,970	10,095	69,144	23,602
Concord	1,302,506	211,044	102,061	232,867	132,797	292,807	48,211
Richmond	540,526	79,747	31,898	162,584	29,978	104,150	12,044
Walnut Creek	951,303	131,911	87,106	47,056	34,197	281,722	51,218
SUBURBAN TOTAL	11,981,129	2,581,293	1,194,301	1,502,282	771,260	2,307,701	615,370
OXNARD–VENTURA	**5,261,173**	**1,056,512**	**496,218**	**693,928**	**259,697**	**1,351,243**	**195,379**
Ventura	5,261,173	1,056,512	496,218	693,928	259,697	1,351,243	195,379
• Oxnard	909,025	181,752	96,709	121,919	50,757	253,401	29,207
Simi Valley	689,268	191,319	72,897	73,483	31,541	137,977	28,148
Thousand Oaks	1,214,263	164,800	101,681	185,539	61,689	429,723	49,568
• Ventura	1,234,814	194,404	106,557	138,806	85,314	415,497	34,909
SUBURBAN TOTAL	3,117,334	680,356	292,952	433,203	123,626	682,345	131,263
REDDING	**1,038,182**	**222,488**	**92,617**	**93,747**	**40,100**	**225,775**	**67,452**
Shasta	1,038,182	222,488	92,617	93,747	40,100	225,775	67,452
• Redding	827,993	142,372	74,451	91,574	37,563	212,228	51,932
SUBURBAN TOTAL	210,189	80,116	18,166	2,173	2,537	13,547	15,520
RIVERSIDE–SAN BERNARDINO	**16,054,919**	**3,548,937**	**1,619,291**	**1,921,212**	**757,674**	**3,596,944**	**529,983**
Riverside	7,263,351	1,669,678	749,905	775,856	328,725	1,741,773	246,314
• Palm Springs	546,561	105,272	79,814	49,441	20,040	130,350	21,684
• Riverside	2,063,304	318,603	174,319	299,307	125,475	651,435	45,196
San Bernardino	8,791,568	1,879,259	869,486	1,145,356	428,949	1,855,171	283,669
Chino	368,575	89,281	39,571	68,296	11,881	70,109	13,997
Ontario	901,076	188,405	87,533	90,391	17,108	276,589	24,782
Rancho Cucamonga	344,912	106,390	62,304	49,972	11,352	18,258	15,556

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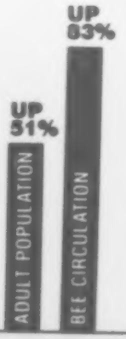

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CAL. (cont.)

POPULATION—12/31/89

S&MM ESTIMATES

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
Redlands	61.7	.0247	33.3	10.7	17.6	21.4	25.6	22.9	521,873	97,238	54,095	52,646	23,035	182,112	23,126
• San Bernardino	155.2	.0621	31.9	11.8	17.9	18.3	26.2	57.7	1,657,473	249,771	165,401	326,917	129,316	329,119	40,315
Upland	65.8	.0263	33.4	10.2	18.0	24.8	22.3	24.7	518,853	105,928	51,790	40,814	23,343	180,635	26,113
SUBURBAN TOTAL	2,021.0	.8090	32.9	9.7	17.3	19.8	26.5	716.0	11,787,581	2,875,291	1,199,857	1,245,547	482,843	2,484,040	422,788
SACRAMENTO	**1,444.9**	**.5783**	**32.8**	**11.0**	**19.3**	**21.5**	**24.2**	**561.3**	**10,824,615**	**2,052,314**	**1,175,238**	**1,421,933**	**595,161**	**2,439,938**	**525,735**
El Dorado	129.2	.0517	33.7	8.5	21.2	22.3	24.9	48.3	719,369	175,033	86,717	23,218	31,196	112,105	57,157
Placer	163.7	.0655	34.7	8.6	17.3	23.7	25.9	61.1	1,474,591	295,682	153,527	47,989	42,960	499,360	71,206
• Roseville	36.1	.0140	33.4	9.8	16.4	20.3	27.1	13.5	682,079	92,615	43,626	25,458	11,332	327,864	24,419
Sacramento	1,014.4	.4060	32.7	10.9	19.1	21.4	24.3	400.5	7,866,980	1,402,919	836,307	1,305,230	498,885	1,670,176	340,695
• Sacramento	358.6	.1435	34.3	10.5	18.5	19.0	29.8	151.9	2,780,757	540,318	345,304	506,078	118,546	509,515	126,599
Yolo	137.6	.0551	30.2	17.2	19.3	19.4	21.3	51.4	763,675	178,680	98,687	45,476	22,120	158,297	56,677
• Davis	44.7	.0179	26.9	27.5	24.7	18.1	12.0	17.4	255,872	63,697	38,680	82	5,045	72,572	20,222
• Woodland	38.4	.0154	32.1	9.9	18.6	20.6	24.0	13.9	322,844	62,032	29,398	40,138	11,164	71,012	24,558
SUBURBAN TOTAL	968.1	.3875	32.6	10.6	19.3	22.7	22.6	364.6	6,783,063	1,293,652	718,230	850,177	449,074	1,458,975	329,937
SALINAS–SEASIDE–MONTEREY	**355.0**	**.1421**	**30.6**	**13.0**	**19.7**	**19.1**	**22.2**	**116.3**	**2,173,673**	**390,848**	**301,860**	**238,006**	**117,828**	**382,282**	**108,395**
Monterey	355.0	.1421	30.6	13.0	19.7	19.1	22.2	116.3	2,173,673	390,848	301,860	238,006	117,828	382,282	108,395
• Monterey	31.0	.0124	32.2	14.1	25.2	17.7	25.3	12.5	424,404	80,850	88,448	71,206	26,809	32,335	21,533
• Salinas	103.1	.0413	30.1	11.6	19.0	18.8	21.9	34.1	910,814	174,934	84,221	133,113	54,910	168,904	54,401
• Seaside	37.8	.0151	24.9	23.6	20.9	15.8	12.8	10.1	259,705	9,515	18,655	7,598	14,654	161,415	1,761
SUBURBAN TOTAL	183.1	.0733	31.8	11.5	18.9	20.2	23.8	59.6	578,750	125,549	110,536	26,089	21,488	19,628	30,700
SAN DIEGO	**2,486.5**	**.9952**	**31.8**	**13.5**	**19.5**	**19.9**	**23.8**	**906.7**	**18,779,195**	**3,671,446**	**2,175,907**	**2,176,358**	**1,261,718**	**4,184,023**	**638,624**
San Diego	2,486.5	.9952	31.8	13.5	19.5	19.9	23.8	906.7	18,779,195	3,671,446	2,175,907	2,176,358	1,261,718	4,184,023	638,624
Chula Vista	153.1	.0613	33.7	10.7	16.5	22.2	25.7	54.6	956,057	200,661	102,559	223,910	82,968	95,373	46,277
El Cajon	89.7	.0359	31.7	13.6	18.4	19.7	24.3	35.2	1,296,462	245,117	102,327	130,829	64,866	388,780	44,371
• Escondido	97.7	.0391	33.9	10.9	17.3	18.0	30.2	38.8	1,659,038	204,506	102,711	217,157	67,016	612,885	39,315
La Mesa	52.8	.0211	35.9	13.0	18.9	18.8	32.5	22.9	816,946	130,555	69,335	102,180	50,980	287,859	14,574
National City	59.9	.0240	26.7	19.7	19.8	15.1	18.4	17.9	895,752	101,541	60,905	139,841	33,608	408,796	23,311
Oceanside	118.3	.0474	31.9	14.3	17.5	16.5	28.2	45.3	674,979	184,549	89,584	68,037	56,038	78,205	31,095
• San Diego	1,121.1	.4487	31.3	14.9	20.6	19.5	22.9	418.4	8,024,577	1,500,130	1,123,376	812,288	702,078	1,478,440	274,601
SUBURBAN TOTAL	1,267.7	.5074	32.1	12.6	18.5	20.5	24.1	449.5	9,095,580	1,966,810	949,820	1,146,913	492,624	2,092,698	324,708

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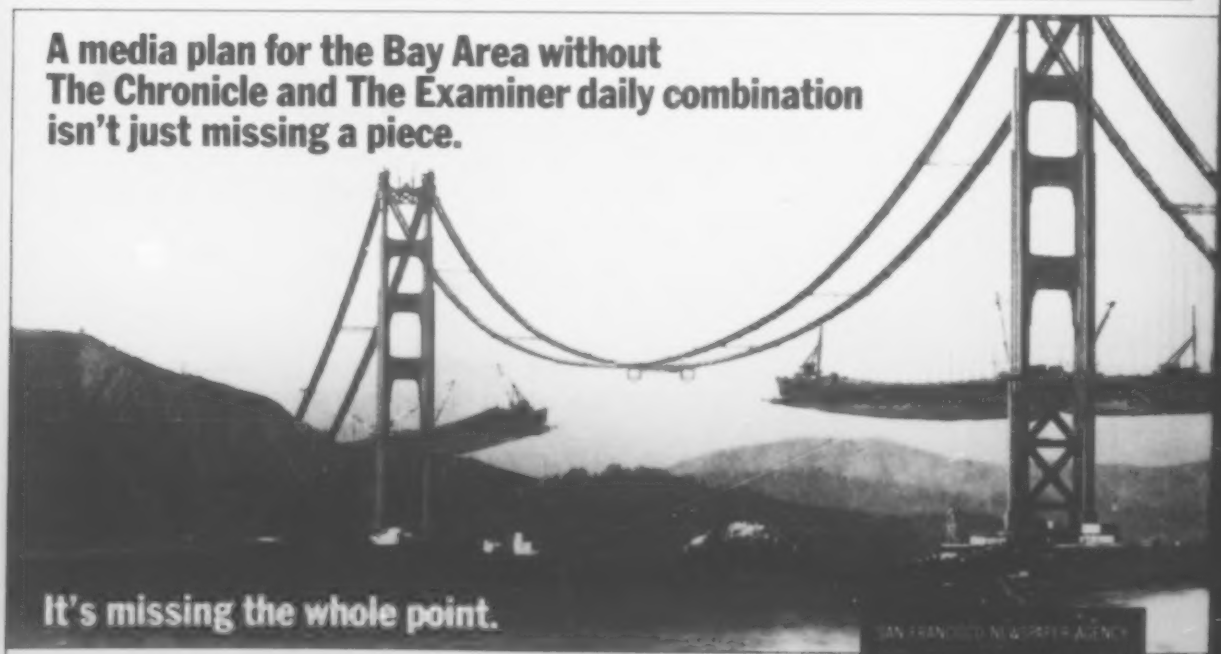
POPULATION—12/31/89

S&MM ESTIMATES

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
SAN FRANCISCO	**1,598.4**	**.6398**	**35.9**	**9.3**	**21.2**	**23.0**	**28.5**	**671.0**	**14,350,759**	**2,599,730**	**2,100,526**	**1,576,076**	**1,016,789**	**2,174,985**	**670,020**
Marin	232.1	.0929	35.7	8.0	21.1	27.2	24.3	97.4	2,266,667	468,083	268,382	190,364	174,062	366,416	124,567
Novato	47.5	.0190	32.6	9.0	20.3	26.1	19.0	17.8	334,864	93,058	36,141	5,307	16,591	63,351	27,725
San Rafael	47.0	.0188	36.5	9.7	19.9	24.7	27.9	20.7	868,891	104,764	66,544	133,400	101,457	196,117	34,999
San Francisco	730.8	.2925	36.4	9.6	23.1	21.1	31.1	325.0	6,241,916	1,122,084	1,210,764	641,419	411,604	532,030	245,825
• San Francisco	730.8	.2925	36.4	9.6	23.1	21.1	31.1	325.0	6,241,916	1,122,084	1,210,764	641,419	411,604	532,030	245,825
San Mateo	635.5	.2544	35.4	9.4	19.0	23.7	26.9	248.6	5,842,176	1,009,563	621,380	744,293	431,123	1,276,539	299,628
Daly City	86.4	.0346	33.1	10.5	19.8	22.8	23.6	30.4	705,924	81,781	63,662	147,456	89,733	102,884	47,801
Redwood City	60.6	.0243	34.5	10.2	21.0	21.0	28.0	25.8	904,305	137,412	80,459	140,560	44,468	242,144	39,671
San Mateo	85.0	.0340	37.9	8.9	18.5	22.0	32.7	36.9	978,773	140,423	85,434	185,147	80,595	118,650	52,283
South San Francisco	53.2	.0213	33.4	10.7	18.4	22.4	24.7	19.2	590,369	108,671	110,869	91,103	41,833	74,954	21,854
SUBURBAN TOTAL	867.6	.3473	35.5	9.0	19.6	24.7	26.2	346.0	8,108,843	1,477,646	889,762	934,657	605,185	1,642,955	424,195
SAN FRANCISCO–OAKLAND–SAN JOSE CONSOLIDATED AREA	***6,158.0***	***2.4649***	***33.6***	***10.3***	***20.1***	***22.7***	***24.5***	***2,374.1***	***48,828,283***	***9,763,769***	***5,855,192***	***5,532,532***	***3,394,384***	***8,833,663***	***2,447,910***
SAN JOSE	**1,456.2**	**.5828**	**32.0**	**11.4**	**19.8**	**23.9**	**20.1**	**515.2**	**11,668,636**	**2,148,453**	**1,258,918**	**1,554,192**	**889,803**	**2,198,768**	**572,545**
Santa Clara	1,456.2	.5828	32.0	11.4	19.8	23.9	20.1	515.2	11,668,636	2,148,453	1,258,918	1,554,192	889,803	2,198,768	572,545
Mountain View	62.9	.0252	33.1	12.9	26.5	21.1	23.9	29.5	550,883	104,187	58,909	116,546	75,711	29,669	48,169
• Palo Alto	57.1	.0229	37.4	8.4	19.7	24.6	29.8	23.3	831,698	111,172	116,761	93,134	45,671	110,875	21,740
• San Jose	749.8	.3001	30.2	11.3	20.6	23.4	16.7	250.9	4,505,160	1,020,396	471,042	547,444	308,959	719,389	226,019
Santa Clara	91.3	.0365	32.5	14.5	20.9	21.8	23.0	34.9	1,496,983	149,443	108,594	257,739	168,100	461,885	48,113
Sunnyvale	116.4	.0466	33.8	11.6	20.3	24.0	23.6	46.7	1,086,830	178,532	121,422	190,720	63,788	225,940	57,839
SUBURBAN TOTAL	649.3	.2598	33.7	11.7	19.1	24.4	23.1	241.0	6,331,778	1,016,885	671,115	913,614	535,173	1,368,504	324,786
SANTA BARBARA–SANTA MARIA–LOMPOC	**348.5**	**.1395**	**32.9**	**13.4**	**18.7**	**20.5**	**25.6**	**131.4**	**2,535,392**	**667,209**	**326,378**	**183,136**	**127,868**	**405,036**	**125,877**
Santa Barbara	348.5	.1395	32.9	13.4	18.7	20.5	25.6	131.4	2,535,392	667,209	326,378	183,136	127,868	405,036	125,877
• Lompoc	32.7	.0131	31.9	11.1	16.9	23.1	21.1	12.1	207,199	56,945	23,016	12,084	8,962	39,908	14,831
• Santa Barbara	81.5	.0326	36.1	11.1	21.8	17.3	34.1	36.5	941,682	204,038	144,431	70,246	62,122	146,119	40,477
• Santa Maria	54.7	.0219	31.2	12.2	17.6	18.6	24.7	20.1	580,464	119,813	51,606	68,096	28,132	152,527	28,062
SUBURBAN TOTAL	179.6	.0719	32.1	15.1	17.6	22.1	22.8	62.7	806,047	286,413	107,325	32,710	28,652	66,482	42,507
SANTA CRUZ	**238.7**	**.0956**	**32.9**	**11.3**	**21.8**	**19.2**	**26.1**	**89.0**	**1,868,318**	**444,058**	**218,782**	**114,653**	**78,908**	**459,509**	**92,121**
Santa Cruz	238.7	.0956	32.9	11.3	21.8	19.2	26.1	89.0	1,868,318	444,058	218,782	114,653	78,908	459,509	92,121
• Santa Cruz	48.9	.0196	31.8	17.1	23.6	15.9	26.6	19.3	614,369	117,918	89,314	39,198	24,734	162,465	23,360
SUBURBAN TOTAL	189.8	.0760	33.2	9.8	21.3	20.1	26.0	69.7	1,253,949	326,140	129,468	75,455	54,174	297,044	68,761



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Source: The Scarborough San Francisco Market Study, 1987

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San Francisco Chronicle
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POPULATION—12/31/89

RETAIL SALES BY STORE GROUP—1989

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
SANTA ROSA–PETALUMA	**380.1**	**.1522**	**34.1**	**8.8**	**19.6**	**20.8**	**27.5**	**150.7**	**3,028,752**	**635,651**	**300,743**	**321,496**	**166,594**	**579,618**	**165,061**
Sonoma	380.1	.1522	34.1	8.8	19.6	20.8	27.5	150.7	3,028,752	635,651	300,743	321,496	166,594	579,618	165,061
• Petaluma	42.5	.0170	33.2	8.2	19.3	23.6	22.9	15.7	381,937	85,817	46,948	35,409	16,055	81,793	26,400
• Santa Rosa	109.6	.0439	34.7	9.1	19.5	19.3	30.1	46.2	1,742,133	279,387	130,812	269,559	121,024	394,951	73,267
SUBURBAN TOTAL	228.0	.0913	34.0	8.7	19.8	21.0	27.1	88.8	904,682	270,447	122,983	16,528	29,515	102,874	65,394
STOCKTON	**479.4**	**.1919**	**32.9**	**10.1**	**17.1**	**20.1**	**26.3**	**164.1**	**2,833,731**	**612,018**	**270,236**	**293,535**	**144,019**	**672,886**	**168,748**
San Joaquin	479.4	.1919	32.9	10.1	17.1	20.1	26.3	164.1	2,833,731	612,018	270,236	293,535	144,019	672,886	168,748
• Lodi	50.8	.0203	36.9	9.7	15.3	20.4	32.3	19.2	477,364	95,034	39,416	34,165	29,264	125,088	34,474
• Stockton	197.7	.0791	31.5	11.2	18.5	18.9	24.7	69.7	1,527,315	272,019	156,683	225,953	82,661	349,975	71,665
SUBURBAN TOTAL	230.9	.0925	33.4	9.4	16.0	21.1	26.4	75.2	829,052	244,965	74,137	33,417	32,094	197,823	62,609
VALLEJO–FAIRFIELD–NAPA	**435.2**	**.1743**	**31.7**	**10.9**	**19.5**	**21.1**	**22.5**	**154.9**	**2,586,236**	**594,109**	**310,180**	**279,851**	**107,598**	**528,851**	**146,947**
Napa	107.9	.0432	30.4	9.6	16.6	21.0	31.1	41.5	685,843	162,441	102,054	43,801	31,533	101,680	42,559
• Napa	58.6	.0235	34.3	9.4	18.1	21.7	27.0	23.6	505,727	127,293	50,657	41,017	26,018	74,453	37,384
Solano	327.3	.1310	30.5	11.3	20.7	21.1	19.6	113.4	1,900,393	431,668	208,126	236,050	76,065	427,171	104,388
• Fairfield	77.1	.0309	28.2	14.6	20.4	21.7	14.4	24.9	612,692	66,594	47,237	167,360	27,593	145,868	25,348
Vacaville	65.5	.0262	30.1	11.0	23.1	22.4	16.3	22.2	329,559	94,535	56,069	12,947	10,319	46,183	23,028
• Vallejo	104.0	.0416	32.0	10.9	19.4	18.8	25.3	38.1	661,827	143,579	60,787	50,407	28,180	208,932	37,411
SUBURBAN TOTAL	195.5	.0782	32.3	9.9	19.9	21.9	22.7	68.3	805,990	256,643	151,499	21,067	25,807	99,598	46,804
VISALIA–TULARE–PORTERVILLE	**307.7**	**.1232**	**31.2**	**9.9**	**16.4**	**19.9**	**24.0**	**100.4**	**1,450,875**	**406,179**	**110,394**	**123,021**	**70,189**	**294,050**	**98,503**
Tulare	307.7	.1232	31.2	9.9	16.4	19.9	24.0	100.4	1,450,875	406,179	110,394	123,021	70,189	294,050	98,503
• Porterville	26.2	.0105	32.2	10.3	18.5	18.9	25.9	8.8	264,949	81,017	15,498	13,405	5,747	62,076	23,042
• Tulare	29.9	.0120	30.7	10.1	16.4	18.0	25.0	10.2	192,513	52,861	16,472	8,110	12,859	36,485	18,365
• Visalia	69.2	.0277	31.4	10.3	19.4	20.4	22.7	25.1	696,174	142,682	53,908	93,591	44,660	149,369	37,568
SUBURBAN TOTAL	182.4	.0730	31.1	9.7	15.1	20.1	24.0	56.3	297,239	129,619	24,516	7,915	6,923	46,120	19,528
YUBA CITY	**122.6**	**.0491**	**31.8**	**11.0**	**17.1**	**21.3**	**23.3**	**44.8**	**610,056**	**158,997**	**55,803**	**73,025**	**33,901**	**106,026**	**27,172**
Sutter	64.1	.0257	33.3	10.1	16.0	22.9	24.5	23.4	378,912	106,342	38,590	44,288	25,613	54,770	14,703
• Yuba City	23.5	.0094	31.8	13.4	19.0	18.7	25.2	9.9	345,517	98,781	34,776	41,664	23,221	51,448	14,454
Yuba	58.5	.0234	30.4	12.0	18.2	19.6	22.0	21.4	231,144	52,655	17,213	28,737	8,288	51,256	12,469
SUBURBAN TOTAL	99.1	.0397	31.9	10.5	16.6	21.9	22.9	34.9	264,539	60,216	21,027	31,361	10,680	54,578	12,718
OTHER COUNTIES															
Alpine	1.4	.0006	30.6	14.9	20.7	24.2	16.8	.4	1,650	86	265	129	38	102	4
Amador	29.0	.0116	39.4	8.9	14.2	20.3	36.2	11.7	135,935	46,450	13,562	1,146	7,596	11,571	13,159
Calaveras	33.7	.0135	39.0	6.5	15.6	21.0	35.2	13.4	117,755	27,240	13,635	3,289	5,273	5,533	6,672
Colusa	15.5	.0062	34.7	8.5	15.7	19.8	29.7	5.6	68,281	28,002	8,768	187	993	8,050	3,157
Del Norte	20.6	.0082	33.8	9.0	17.1	19.6	28.3	8.1	91,674	28,291	10,684	2,296	2,302	2,992	8,570
Glenn	24.2	.0097	34.4	8.7	15.4	20.3	28.8	8.8	89,579	30,134	9,818	2,194	1,696	10,451	5,225
Humboldt	119.3	.0478	31.8	12.7	20.9	19.5	23.9	47.2	709,690	190,350	66,307	49,875	22,718	100,681	54,111
Imperial	115.5	.0462	29.9	10.3	15.6	19.3	22.7	35.1	495,212	142,884	38,531	57,954	12,925	71,807	29,580
Inyo	18.9	.0076	38.0	7.1	15.3	21.1	33.4	7.7	149,913	31,069	19,437	5,889	3,877	20,905	7,945
Kings	94.3	.0377	30.4	12.6	16.6	19.0	23.4	28.2	383,027	101,120	49,307	31,470	15,246	81,988	24,810
Lake	55.0	.0220	44.1	5.8	13.4	17.2	44.0	23.2	257,873	89,391	22,441	15,878	4,279	35,767	23,245
Lassen	27.8	.0111	30.8	14.7	22.4	19.3	21.3	8.3	106,563	23,526	15,159	2,960	3,204	16,883	12,203
Madera	84.6	.0339	31.9	8.6	17.2	20.1	24.0	28.0	340,640	98,046	34,293	11,191	9,207	70,497	27,445
Mariposa	15.6	.0062	38.0	8.7	15.9	20.8	33.8	6.0	68,863	16,171	10,749	271	974	1,378	1,161
Mendocino	78.8	.0316	33.7	7.7	19.6	21.0	26.4	30.5	523,767	165,304	57,467	26,999	20,371	58,393	41,570

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CAL. (cont.)

POPULATION—12/31/89

RETAIL SALES BY STORE GROUP—1989

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
Modoc	9.2	.0037	36.2	6.4	16.2	20.9	31.1	3.6	35,489	10,012	4,887	306	904	6,131	1,241
Mono	9.7	.0039	29.7	15.3	28.2	20.8	14.2	4.1	77,783	19,368	25,319	70	1,181	1,077	1,619
Nevada	81.3	.0325	36.9	6.4	18.3	20.3	32.7	31.8	457,324	127,655	44,748	15,857	22,076	59,571	33,115
Plumas	21.2	.0085	34.8	7.6	18.5	21.0	28.6	8.5	97,117	28,771	9,564	2,087	1,992	15,128	6,684
San Benito	36.0	.0144	31.3	9.2	16.8	20.0	23.8	12.0	155,323	46,263	14,085	1,766	4,914	30,489	10,191
San Luis Obispo	213.6	.0855	33.0	15.0	18.9	17.8	28.5	80.6	1,536,000	395,156	213,134	100,163	69,696	249,650	76,362
Sierra	3.6	.0014	36.1	7.0	19.9	21.0	30.7	1.5	8,813	2,903	1,425	36	371	398	372
Siskiyou	44.8	.0179	34.7	7.8	17.8	20.4	29.1	17.4	239,773	69,769	26,572	3,350	7,035	28,147	22,800
Tehama	48.4	.0193	36.4	8.1	14.8	21.1	31.0	18.8	266,520	62,268	23,352	10,134	9,173	62,497	15,930
Trinity	14.5	.0058	34.8	6.2	18.7	22.0	27.8	5.7	43,286	17,245	5,674	2,158	855	4,177	1,699
Tuolumne	47.1	.0189	34.8	9.2	19.8	19.9	29.6	17.2	286,066	85,640	37,179	8,451	10,122	35,016	29,600
TOTAL METRO COUNTIES	**27,963.9**	**11.1928**	**32.7**	**11.0**	**19.0**	**21.5**	**24.1**	**10,237.1**	**206,572,679**	**40,616,340**	**23,941,821**	**22,928,189**	**13,030,313**	**44,042,780**	**8,638,962**
TOTAL STATE	**29,227.5**	**11.6985**	**32.7**	**11.0**	**18.9**	**21.4**	**24.3**	**10,700.5**	**213,316,595**	**42,509,454**	**24,718,183**	**23,284,295**	**13,269,331**	**45,042,059**	**9,097,432**

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Source: The 1988 Scarborough Report, L.A. Market; Sales & Marketing Management's Survey of Buying Power 1989

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Source: Sales & Marketing Management–1990 Survey of Buying Power; 1988 Scarborough Report.

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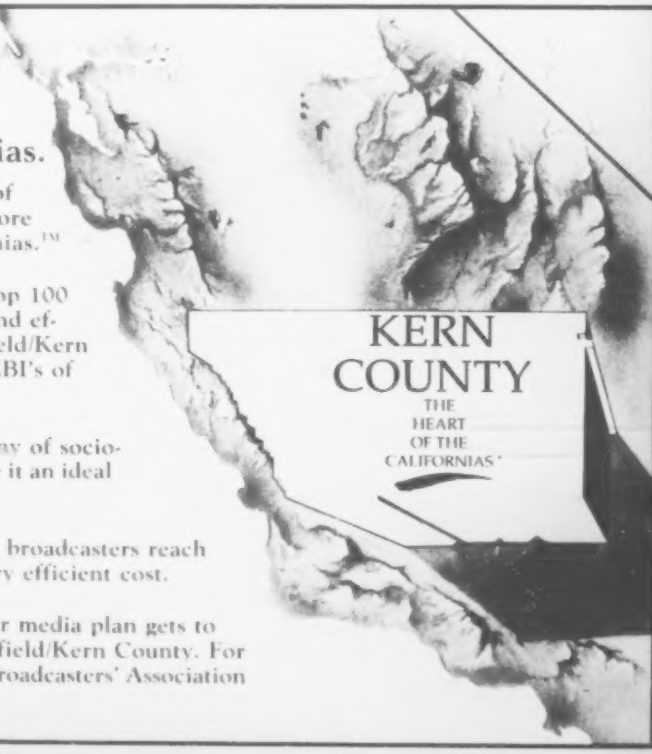
CAL. (cont.)

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
ANAHEIM–SANTA ANA	**39,243,128**	**37,614**	**14.5**	**22.6**	**19.6**	**34.4**	**1.1500**
Orange	39,243,128	37,614	14.5	22.6	19.6	34.4	1.1500
● Anaheim	3,892,595	33,276	17.1	25.3	19.3	28.0	.1164
Buena Park	1,030,821	37,539	13.9	23.4	23.4	31.2	.0340
Costa Mesa	1,547,229	32,606	17.3	25.6	19.3	26.9	.0643
Cypress	784,356	46,361	9.6	18.4	21.9	44.6	.0202
Fountain Valley	925,436	49,837	8.1	17.0	21.9	49.7	.0256
Fullerton	2,006,272	35,670	15.4	23.5	17.7	33.3	.0588
Garden Grove	2,085,087	35,966	14.9	24.1	22.0	29.7	.0626
Huntington Beach	3,379,405	40,090	12.9	21.9	20.3	37.5	.0927
Irvine	2,241,232	51,760	6.7	17.7	19.6	52.6	.0621
La Habra	803,539	34,873	15.4	25.1	19.9	29.9	.0232
Newport Beach	1,961,419	44,304	12.5	19.1	14.5	44.9	.0552
Orange	1,714,176	36,982	15.1	22.3	19.5	33.5	.0597
● Santa Ana	2,935,298	30,444	18.9	26.4	20.4	21.9	.1009
Westminster	1,194,910	38,666	13.6	21.9	21.9	34.1	.0391
SUBURBAN TOTAL	32,415,235	39,279	13.6	21.8	19.5	36.8	.9327
BAKERSFIELD	**6,656,858**	**26,129**	**21.9**	**25.5**	**17.4**	**18.5**	**.1986**
Kern	6,656,858	26,129	21.9	25.5	17.4	18.5	.1986
● Bakersfield	2,384,346	29,258	19.1	24.6	18.9	21.9	.0806
SUBURBAN TOTAL	4,272,512	24,708	23.3	25.9	16.6	16.9	.1180
CHICO	**1,991,130**	**19,163**	**27.9**	**25.7**	**12.3**	**10.0**	**.0628**
Butte	1,991,130	19,163	27.9	25.7	12.3	10.0	.0628
● Chico	363,149	15,992	26.2	22.8	11.0	7.8	.0168
SUBURBAN TOTAL	1,627,981	19,874	28.2	26.5	12.7	10.6	.0460
FRESNO	**8,067,417**	**25,525**	**22.6**	**25.4**	**16.2**	**19.0**	**.2441**
Fresno	8,067,417	25,525	22.6	25.4	16.2	19.0	.2441
● Fresno	4,106,499	23,988	23.3	24.6	16.2	16.8	.1387
SUBURBAN TOTAL	3,960,918	27,539	21.8	26.3	16.2	21.7	.1054
LOS ANGELES–LONG BEACH	**135,162,824**	**30,489**	**18.4**	**23.0**	**16.5**	**27.3**	**3.8702**
Los Angeles	135,162,824	30,489	18.4	23.0	16.5	27.3	3.8702
Alhambra	1,143,192	28,563	20.1	25.9	18.4	21.9	.0365
Arcadia	1,077,847	42,648	13.7	18.2	16.1	43.5	.0295
Baldwin Park	635,781	29,201	18.1	28.8	21.2	17.5	.0184
Bellflower	923,715	29,854	18.3	24.9	20.8	21.5	.0257
● Burbank	1,649,757	31,982	17.8	25.2	17.2	28.1	.0479
Carson	1,250,954	42,279	11.8	19.7	22.2	39.3	.0378
Cerritos	992,298	54,787	4.6	13.2	20.9	58.6	.0430
Compton	814,972	24,148	21.8	24.6	16.1	17.3	.0242
Downey	1,554,516	35,070	16.7	23.8	19.3	30.9	.0493
El Monte	988,760	24,966	23.2	27.0	17.2	15.6	.0364
Gardena	783,779	32,503	16.6	25.7	19.4	26.3	.0250
Glendale	3,022,942	29,917	18.7	24.5	16.3	26.4	.0897
Hawthorne	1,053,755	30,902	18.6	26.9	19.2	24.4	.0300
Huntington Park	512,449	20,623	26.3	27.6	12.8	11.1	.0176
Inglewood	1,426,554	26,317	20.1	27.8	15.7	19.6	.0417
Lakewood	1,271,267	41,248	11.4	20.4	25.1	36.3	.0387
La Mirada	675,107	45,815	7.7	18.7	23.7	44.2	.0180
Lancaster	1,228,977	35,512	14.3	22.8	20.6	30.2	.0403
● Long Beach	6,769,491	26,900	20.4	23.6	16.1	22.5	.1819
● Los Angeles	53,084,633	26,783	20.6	22.7	14.4	24.5	1.4909
Lynwood	557,407	26,396	19.8	26.9	18.6	17.2	.0159
Montebello	795,841	31,000	17.0	25.1	17.7	26.2	.0254
Monterey Park	943,614	34,429	15.3	23.9	18.1	31.1	.0255



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EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Norwalk	1,131,955	34,341	14.8	26.3	21.9	26.9	.0368
● Pasadena	2,308,122	27,864	20.1	23.0	14.7	25.9	.0723
Pico Rivera	659,916	32,770	16.3	26.9	21.5	24.7	.0179
● Pomona	1,412,334	27,717	20.2	25.6	18.6	20.0	.0434
Redondo Beach	1,370,650	39,227	12.5	22.6	21.1	35.8	.0361
Rosemead	549,875	27,820	20.5	26.1	18.6	20.8	.0167
Santa Monica	2,065,160	29,335	19.3	25.0	15.9	25.8	.0643
South Gate	948,241	25,467	22.1	26.0	19.0	16.1	.0318
Torrance	2,776,449	42,688	11.8	20.0	19.2	41.7	.0948
West Covina	1,665,758	42,297	10.8	21.1	21.6	40.2	.0498
Whittier	1,368,635	34,281	16.6	22.6	17.8	31.1	.0387
SUBURBAN TOTAL	69,938,487	34,005	16.4	23.1	18.3	30.3	2.0338
LOS ANGELES–ANAHEIM–RIVERSIDE CONSOLIDATED AREA	***216,697,063***	***31,456***	***18.2***	***23.2***	***17.3***	***27.6***	***6.2834***
MERCED	**1,742,272**	**21,169**	**27.3**	**27.3**	**13.7**	**11.7**	**.0544**
Merced	1,742,272	21,169	27.3	27.3	13.7	11.7	.0544
● Merced	551,866	20,418	26.1	25.2	14.2	11.4	.0211
SUBURBAN TOTAL	1,190,406	21,476	28.0	28.2	13.6	11.8	.0333
MODESTO	**4,103,231**	**24,175**	**23.3**	**27.2**	**16.1**	**15.2**	**.1324**
Stanislaus	4,103,231	24,175	23.3	27.2	16.1	15.2	.1324
● Modesto	1,913,269	26,695	21.3	28.7	17.6	17.0	.0670
● Turlock	451,341	22,122	24.2	25.1	16.1	12.8	.0156
SUBURBAN TOTAL	1,738,621	22,312	25.2	26.1	14.6	14.1	.0498
OAKLAND	**35,278,524**	**34,914**	**15.7**	**21.1**	**18.3**	**31.6**	**.9676**
Alameda	20,111,094	31,440	17.4	22.3	18.4	26.5	.5745
Alameda	1,343,531	30,622	19.3	25.9	17.7	25.7	.0407
● Berkeley	1,716,532	22,769	22.5	21.9	12.6	20.1	.0512
Fremont	2,862,916	42,465	10.8	19.7	24.8	38.2	.0808
Hayward	1,599,167	33,641	15.9	25.1	21.1	26.5	.0524
● Livermore	932,061	41,829	10.7	19.9	25.1	36.8	.0249
● Oakland	5,235,553	23,257	21.4	22.5	14.4	18.6	.1443
San Leandro	1,195,816	32,684	17.5	25.0	20.2	26.1	.0384
Contra Costa	15,167,430	41,049	13.0	19.1	18.2	40.0	.3931
Antioch	903,968	37,422	14.5	20.8	23.0	31.1	.0251
Concord	2,014,157	40,404	12.7	21.5	19.8	38.1	.0623
Richmond	1,164,531	27,896	19.3	22.9	17.2	22.8	.0338
Walnut Creek	1,641,786	44,301	12.7	19.3	15.7	44.9	.0468
SUBURBAN TOTAL	27,394,378	38,682	13.8	20.7	19.6	35.9	.7472
OXNARD–VENTURA	**10,446,535**	**37,524**	**15.2**	**22.1**	**19.7**	**34.1**	**.3045**
Ventura	10,446,535	37,524	15.2	22.1	19.7	34.1	.3045
● Oxnard	1,721,673	31,050	19.1	26.7	19.6	24.1	.0531
Simi Valley	1,569,162	48,220	8.0	15.8	24.2	47.3	.0440
Thousand Oaks	1,962,259	47,650	10.0	18.3	19.5	46.9	.0594
● Ventura	1,564,043	33,119	17.6	23.7	18.2	29.0	.0527
SUBURBAN TOTAL	7,160,819	40,874	13.4	20.4	20.0	38.5	.1987
REDDING	**1,584,361**	**21,206**	**26.7**	**26.2**	**14.6**	**11.9**	**.0538**
Shasta	1,584,361	21,206	26.7	26.2	14.6	11.9	.0538
● Redding	678,756	21,256	26.8	25.4	14.9	12.5	.0293
SUBURBAN TOTAL	905,605	21,168	26.7	26.8	14.4	11.4	.0245
RIVERSIDE–SAN BERNARDINO	**31,844,576**	**27,509**	**21.2**	**25.2**	**17.8**	**20.6**	**.9587**
Riverside	13,877,800	26,222	22.7	25.4	16.4	20.1	.4220
● Palm Springs	612,885	25,310	23.8	22.2	13.6	24.1	.0214
● Riverside	3,070,634	29,583	19.4	25.0	18.1	23.6	1007
San Bernardino	17,966,776	28,628	20.2	25.0	18.9	20.9	.5367

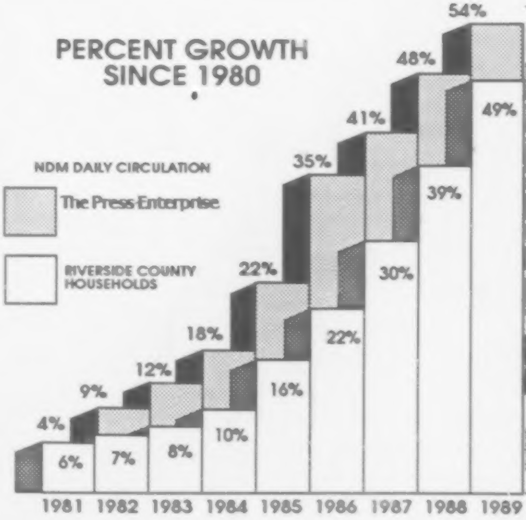
GROWTH MANAGEMENT

The Riverside-San Bernardino PMSA was the fastest growing major metro area in the country during the 1980s. And national estimates indicate it will remain number one in population growth through the 1990s.

The Press-Enterprise has kept pace with this dynamic growth, and we are committed to maintaining our reputation as one of the fastest growing newspapers in the nation.

We print seven local news and advertising editions each day to service our demanding market. We've been on-stream for two years with a $40 million production facility. And we are presently undertaking a total redesign of our newspaper to make it more appealing and useful to our growing number of readers.

As our market continues to change and grow, we will too, because we are, and will continue to be, Riverside County's Newspaper.



The Press-Enterprise
FINAL EDITION

SOURCES: U.S. Census Bureau, S&MM's 1989 Survey of Buying Power Data service, California Department of Finance, ABC Audit Reports 6/80-6/89.

CAL. (cont.)

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	 B	 C	 D	Buying Power Index
Chino	817,790	41,917	10.5	19.5	24.3	37.3	.0237
Ontario	1,764,527	33,989	16.3	24.1	22.1	26.3	.0529
Rancho Cucamonga	1,596,168	43,532	9.7	19.3	25.6	40.0	.0383
Redlands	1,035,584	34,387	15.3	22.1	17.7	31.4	.0298
• San Bernardino	2,007,729	25,288	22.0	24.1	16.9	18.4	.0718
Upland	1,193,059	37,810	13.5	22.0	18.6	35.5	.0325
SUBURBAN TOTAL	26,153,328	27,515	21.4	25.4	17.9	20.3	.7648
SACRAMENTO	**21,223,580**	**28,735**	**20.1**	**24.4**	**18.2**	**22.5**	**.6271**
El Dorado	1,733,096	27,605	21.5	27.8	18.3	18.9	.0492
Placer	2,407,709	30,303	19.6	23.8	18.1	24.8	.0755
• Roseville	494,370	29,130	21.4	23.5	19.2	21.9	.0222
Sacramento	15,261,175	29,175	19.7	24.3	18.5	22.9	.4504
• Sacramento	5,208,043	24,500	22.1	23.3	15.9	19.0	.1564
Yolo	1,821,600	24,735	22.2	22.9	16.1	19.6	.0520
• Davis	615,560	23,847	22.3	20.7	14.7	21.3	.0174
• Woodland	529,020	29,461	18.8	25.7	20.3	20.4	.0167
SUBURBAN TOTAL	14,376,587	30,694	19.1	25.1	19.3	24.0	.4144
SALINAS-SEASIDE-MONTEREY	**4,835,904**	**29,876**	**19.6**	**26.6**	**18.4**	**23.3**	**.1398**
Monterey	4,835,904	29,876	19.6	26.6	18.4	23.3	.1398
• Monterey	511,163	29,909	19.2	27.4	18.6	22.7	.0176
• Salinas	1,272,442	28,942	19.4	27.0	19.5	20.5	.0435
• Seaside	403,273	25,147	25.1	30.4	16.7	14.5	.0137
SUBURBAN TOTAL	2,649,026	31,457	18.8	25.7	17.9	26.4	.0650

EFFECTIVE BUYING INCOME—1989

METRO AREA— County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	 B	 C	 D	Buying Power Index
SAN DIEGO	**38,270,528**	**29,916**	**19.8**	**24.6**	**17.4**	**25.3**	**1.1084**
San Diego	38,270,528	29,916	19.8	24.6	17.4	25.3	1.1084
Chula Vista	2,196,384	31,767	18.3	24.4	19.0	26.1	.0623
El Cajon	1,265,405	26,483	22.3	25.9	16.8	19.9	.0490
• Escondido	1,399,012	26,992	23.1	25.5	18.3	19.6	.0580
La Mesa	898,001	29,390	20.8	24.8	19.1	22.7	.0321
National City	626,249	21,567	26.9	28.9	13.2	11.6	.0299
Oceanside	1,664,866	26,688	24.6	27.2	16.7	20.2	.0466
• San Diego	17,515,479	28,646	20.4	24.7	16.5	24.3	.4959
SUBURBAN TOTAL	19,356,037	31,434	19.0	24.5	18.1	26.7	.5545
SAN FRANCISCO	**32,627,833**	**36,012**	**15.0**	**22.2**	**17.6**	**33.8**	**.8742**
Marin	5,502,608	42,819	12.5	19.4	17.0	43.0	.1418
Novato	939,431	43,196	12.4	20.2	19.1	42.3	.0239
San Rafael	1,056,528	37,530	15.4	21.1	15.6	37.5	.0350
San Francisco	14,731,518	31,280	16.9	23.1	16.4	28.8	.3913
• San Francisco	14,731,518	31,280	16.9	23.1	16.4	28.8	.3913
San Mateo	12,393,707	39,184	13.6	21.9	19.6	36.7	.3411
Daly City	1,346,234	36,757	14.7	24.0	21.8	31.3	.0397
Redwood City	1,102,228	32,891	17.7	24.3	17.6	29.5	.0374
San Mateo	1,746,071	37,717	14.1	23.2	20.3	34.1	.0504
South San Francisco	859,814	38,523	12.9	21.7	23.8	32.6	.0276
SUBURBAN TOTAL	17,896,315	40,107	13.3	21.3	18.9	38.4	.4829

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CAL. (cont.)

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
SAN FRANCISCO–OAKLAND–SAN JOSE							
CONSOLIDATED AREA	*110,377,269*	*35,963*	*15.3*	*21.7*	*18.4*	*33.0*	*3.0225*
SAN JOSE	**26,770,972**	**42,126**	**12.1**	**20.1**	**19.1**	**40.8**	**.7270**
Santa Clara	26,770,972	42,126	12.1	20.1	19.1	40.8	.7270
Mountain View	1,341,277	36,035	14.0	26.2	21.1	30.5	.0350
• Palo Alto	1,354,732	44,492	11.9	19.5	16.4	44.8	.0397
• San Jose	12,319,943	41,290	12.6	19.8	20.0	39.0	.3259
Santa Clara	1,676,736	39,864	12.8	22.7	19.4	37.5	.0589
Sunnyvale	2,387,444	42,215	11.4	22.1	19.8	40.8	.0646
SUBURBAN TOTAL	13,096,297	42,858	11.7	20.5	18.5	42.2	.3614
SANTA BARBARA–SANTA MARIA–							
LOMPOC	**5,377,477**	**29,502**	**20.3**	**24.3**	**17.3**	**24.6**	**.1539**
Santa Barbara	5,377,477	29,502	20.3	24.3	17.3	24.6	.1539
• Lompoc	437,693	27,717	21.7	23.4	20.1	18.8	.0129
• Santa Barbara	1,360,319	25,223	23.2	25.8	14.3	20.6	.0436
• Santa Maria	694,174	27,006	21.4	26.6	20.0	16.9	.0251
SUBURBAN TOTAL	2,885,291	33,785	17.9	22.9	17.6	30.6	.0723
SANTA CRUZ	**3,646,842**	**29,550**	**19.8**	**22.9**	**16.9**	**25.7**	**.1071**
Santa Cruz	3,646,842	29,550	19.8	22.9	16.9	25.7	.1071
• Santa Cruz	710,838	24,797	22.2	22.2	15.5	20.7	.0254
SUBURBAN TOTAL	2,936,004	30,954	19.2	23.1	17.3	27.1	.0817
SANTA ROSA–PETALUMA	**6,113,598**	**31,297**	**18.5**	**23.5**	**18.8**	**26.0**	**.1763**
Sonoma	6,113,598	31,297	18.5	23.5	18.8	26.0	.1763
• Petaluma	674,990	37,325	14.8	20.3	22.1	31.5	.0203
• Santa Rosa	1,851,326	30,799	18.8	24.4	18.9	25.0	.0673
SUBURBAN TOTAL	3,587,282	30,557	19.0	23.7	18.2	25.5	.0887
STOCKTON	**5,588,266**	**25,401**	**21.7**	**25.1**	**17.2**	**17.6**	**.1728**
San Joaquin	5,588,266	25,401	21.7	25.1	17.2	17.6	.1728
• Lodi	653,971	25,631	22.1	24.9	16.7	18.6	.0223
• Stockton	2,233,467	23,497	22.7	24.3	16.3	15.7	.0764
SUBURBAN TOTAL	2,700,828	27,148	20.7	26.1	18.0	19.0	.0741
VALLEJO–FAIRFIELD–NAPA	**5,939,500**	**30,227**	**19.2**	**25.5**	**20.5**	**21.5**	**.1703**
Napa	1,850,972	33,840	17.3	22.6	18.6	29.8	.0488
• Napa	1,004,062	34,387	17.1	22.3	20.0	29.1	.0288
Solano	4,088,528	29,135	20.0	26.6	21.1	18.5	.1215
• Fairfield	899,239	27,522	23.6	26.5	19.7	17.8	.0305
Vacaville	821,267	31,545	16.7	28.1	24.2	18.6	.0235
• Vallejo	1,281,151	26,844	20.8	26.9	19.6	16.3	.0394
SUBURBAN TOTAL	2,755,048	31,933	17.6	25.4	21.4	23.2	.0716
VISALIA–TULARE–PORTERVILLE	**2,833,075**	**19,809**	**29.0**	**26.2**	**12.8**	**10.5**	**.0930**
Tulare	2,833,075	19,809	29.0	26.2	12.8	10.5	.0930
• Porterville	237,873	19,258	27.0	25.3	14.4	8.5	.0103
• Tulare	274,451	19,516	28.3	27.0	12.8	9.0	.0099
• Visalia	782,317	23,335	24.5	27.2	16.2	13.4	.0296
SUBURBAN TOTAL	1,538,434	18,741	31.4	25.8	11.0	9.7	.0432
YUBA CITY	**1,346,329**	**21,159**	**27.4**	**25.8**	**13.5**	**13.3**	**.0409**
Sutter	749,334	23,083	25.4	25.5	14.7	16.0	.0232
• Yuba City	271,131	19,814	28.4	26.9	11.8	10.9	.0120
Yuba	596,995	19,472	29.6	26.2	12.1	10.4	.0177
SUBURBAN TOTAL	1,075,198	21,551	27.1	25.5	14.0	14.0	.0289
OTHER COUNTIES							
Alpine	12,376	21,000	22.0	25.1	9.7	17.5	.0003
Amador	369,216	24,044	24.4	27.1	18.8	12.7	.0103
Calaveras	394,421	21,919	26.5	28.6	14.0	11.7	.0108
Colusa	183,493	23,176	24.3	27.0	13.0	17.0	.0053
Del Norte	205,584	18,557	28.1	26.6	11.9	7.9	.0063
Glenn	278,544	23,292	24.1	28.3	14.9	14.4	.0078
Humboldt	1,432,755	22,451	24.4	26.1	15.2	13.5	.0437
Imperial	1,024,450	20,560	27.3	26.2	13.7	11.5	.0335
Inyo	246,158	24,170	23.1	25.3	16.8	15.7	.0078
Kings	866,808	22,013	26.8	27.8	14.8	12.1	.0274
Lake	607,344	17,450	31.0	22.0	11.5	10.1	.0182
Lassen	234,634	21,134	28.2	29.4	15.0	8.4	.0076
Madera	937,729	24,462	23.7	24.9	17.1	16.3	.0270
Mariposa	183,171	20,359	28.9	25.5	15.0	10.2	.0052
Mendocino	914,586	22,568	24.2	28.4	15.3	11.7	.0293
Modoc	105,888	20,438	27.2	25.4	12.8	12.9	.0030
Mono	169,006	30,574	21.6	25.1	20.5	22.5	.0047
Nevada	1,052,746	24,908	23.5	26.5	17.0	16.4	.0305
Plumas	257,910	23,240	25.4	29.1	15.5	12.9	.0073
San Benito	435,151	28,255	21.1	27.6	19.9	18.4	.0122
San Luis Obispo	2,724,441	23,949	24.5	25.6	16.4	16.3	.0852
Sierra	41,882	21,250	23.1	26.0	16.1	10.5	.0010
Siskiyou	483,570	21,166	25.6	28.8	14.7	9.0	.0151
Tehama	488,981	19,470	25.9	28.4	12.2	8.3	.0158
Trinity	163,077	22,039	25.9	29.7	14.3	10.7	.0045
Tuolumne	479,966	20,022	29.2	26.3	14.5	9.3	.0160
TOTAL METRO COUNTIES	**430,694,760**	**31,183**	**18.4**	**23.4**	**17.5**	**27.1**	**12.3879**
TOTAL STATE	**444,988,647**	**30,713**	**18.7**	**23.5**	**17.4**	**26.5**	**12.8237**

Colorado

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
BOULDER–LONGMONT	**223.2**	**.0893**	**30.0**	**15.6**	**23.8**	**21.8**	**16.3**	**86.5**
Boulder	223.2	.0893	30.0	15.6	23.8	21.8	16.3	86.5
• Boulder	78.0	.0312	28.6	25.1	25.1	18.2	15.8	31.1
• Longmont	53.3	.0213	30.8	9.8	21.8	21.3	19.5	20.4
SUBURBAN TOTAL	91.9	.0368	30.9	10.9	23.9	25.2	14.9	35.0
COLORADO SPRINGS	**400.9**	**.1605**	**29.7**	**14.3**	**19.6**	**21.7**	**17.9**	**146.8**
El Paso	400.9	.1605	29.7	14.3	19.6	21.7	17.9	146.8
• Colorado Springs	291.6	.1167	30.9	12.6	19.9	21.6	20.4	114.9
SUBURBAN TOTAL	109.3	.0438	26.2	18.6	18.9	22.0	11.4	31.9
DENVER	**1,681.9**	**.6734**	**31.6**	**10.4**	**21.6**	**22.7**	**19.9**	**674.1**
Adams	285.8	.1144	29.4	11.9	20.4	21.8	16.8	105.9
Thornton	53.3	.0213	27.8	11.1	25.7	18.7	12.7	18.6
Westminster	66.5	.0266	28.3	10.8	27.3	20.5	11.1	23.5
Arapahoe	405.7	.1624	31.3	9.3	21.9	25.4	16.5	158.7
Aurora	232.8	.0932	29.9	10.5	25.8	22.5	14.4	87.8
Denver	495.3	.1983	32.8	11.9	22.7	17.9	27.1	227.3
• Denver	495.3	.1983	32.8	11.9	22.7	17.9	27.1	227.3
Douglas	49.8	.0200	32.5	5.9	18.4	30.7	14.7	15.5

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
BOULDER–LONGMONT	**1,860,832**	**402,792**	**202,578**	**187,901**	**94,802**	**414,694**	**39,943**
Boulder	1,860,832	402,792	202,578	187,901	94,802	414,694	39,943
• Boulder	963,512	178,102	115,493	110,448	61,040	185,919	14,731
• Longmont	469,000	105,398	39,373	58,600	16,725	129,078	14,188
SUBURBAN TOTAL	428,320	119,292	47,712	18,853	17,037	99,697	11,024
COLORADO SPRINGS	**2,770,628**	**474,611**	**277,847**	**372,797**	**173,585**	**640,511**	**51,473**
El Paso	2,770,628	474,611	277,847	372,797	173,585	640,511	51,473
• Colorado Springs	2,556,387	434,773	253,570	325,034	167,740	634,630	48,981
SUBURBAN TOTAL	214,241	39,838	24,277	47,763	5,845	5,881	2,492
DENVER	**12,068,878**	**2,438,918**	**1,295,205**	**1,704,818**	**754,050**	**2,500,465**	**235,414**
Adams	1,921,973	376,220	156,326	348,713	113,673	462,456	34,403
Thornton	358,541	92,833	27,347	52,007	14,004	99,628	8,740
Westminster	402,520	67,458	37,273	104,244	36,773	51,347	3,723
Arapahoe	3,766,912	629,014	294,287	636,842	163,517	1,025,994	62,135
Aurora	1,889,851	367,300	152,912	404,486	95,785	383,308	38,407
Denver	3,339,867	746,397	532,051	359,727	271,571	355,896	73,934
• Denver	3,339,867	746,397	532,051	359,727	271,571	355,896	73,934
Douglas	191,599	64,009	18,117	7,191	17,394	19,533	2,873

COLO. (cont.)

POPULATION—12/31/89

S&MM ESTIMATES

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
Jefferson	445.3	.1783	31.7	9.2	21.2	25.3	17.6	166.7	2,848,527	623,278	294,424	352,345	187,895	636,586	62,069
Arvada	93.0	.0372	30.8	9.1	20.2	26.3	15.2	33.2	398,546	156,693	37,403	51,328	20,438	15,301	8,685
Lakewood	122.2	.0489	33.7	9.9	18.1	26.4	21.2	47.6	1,202,624	170,084	120,501	187,404	73,637	383,293	19,301
SUBURBAN TOTAL	1,186.6	.4751	31.0	9.7	21.1	24.7	16.9	446.8	8,729,011	1,692,521	763,154	1,345,091	482,479	2,144,569	161,480
DENVER-BOULDER CONSOLIDATED AREA	***1,905.1***	***.7627***	***31.4***	***11.0***	***21.9***	***22.6***	***19.4***	***760.6***	***13,929,710***	***2,841,710***	***1,497,783***	***1,892,719***	***848,852***	***2,915,159***	***275,357***
FORT COLLINS–LOVELAND	**188.5**	**.0755**	**29.8**	**16.0**	**21.8**	**19.8**	**18.9**	**72.4**	**1,301,768**	**274,684**	**136,548**	**133,331**	**73,506**	**274,056**	**26,776**
Larimer	188.5	.0755	29.8	16.0	21.8	19.8	18.9	72.4	1,301,768	274,684	136,548	133,331	73,506	274,056	26,776
• Fort Collins	79.7	.0319	27.4	24.9	23.0	16.5	16.0	30.5	828,813	180,844	85,929	100,365	54,765	174,218	17,925
• Loveland	38.5	.0154	32.3	9.5	20.2	20.6	23.9	15.2	330,793	69,597	27,540	28,486	9,261	86,345	6,547
SUBURBAN TOTAL	70.3	.0282	31.6	9.6	21.5	23.1	19.5	26.7	142,162	24,243	23,079	4,480	9,480	13,493	2,304
GREELEY	**139.5**	**.0558**	**29.8**	**14.0**	**18.8**	**20.1**	**20.1**	**51.6**	**636,272**	**159,002**	**61,558**	**90,497**	**27,155**	**144,162**	**13,578**
Weld	139.5	.0558	29.8	14.0	18.8	20.1	20.1	51.6	636,272	159,002	61,558	90,497	27,155	144,162	13,578
• Greeley	58.9	.0236	28.8	19.4	19.6	17.2	20.7	23.0	480,633	125,504	41,019	78,998	22,333	112,057	7,476
SUBURBAN TOTAL	80.6	.0322	30.6	10.0	18.3	22.2	19.9	28.6	155,639	33,498	20,539	11,499	4,822	32,105	6,102
PUEBLO	**129.0**	**.0516**	**33.1**	**10.0**	**16.5**	**19.7**	**27.2**	**50.3**	**739,611**	**174,298**	**74,342**	**111,561**	**43,930**	**160,521**	**18,622**
Pueblo	129.0	.0516	33.1	10.0	16.5	19.7	27.2	50.3	739,611	174,298	74,342	111,561	43,930	160,521	18,622
• Pueblo	102.4	.0410	33.2	10.4	16.7	18.7	28.3	40.8	689,206	161,496	66,463	111,139	42,269	154,733	15,858
SUBURBAN TOTAL	26.6	.0106	33.0	8.5	15.8	23.8	23.0	9.5	50,405	12,802	7,879	422	1,661	5,788	2,764
OTHER COUNTIES															
Alamosa	12.8	.0051	28.8	15.8	17.6	18.7	20.5	4.7	85,738	19,270	8,849	19,613	2,804	12,942	275
Archuleta	4.9	.0020	32.8	7.0	17.9	21.7	24.3	2.1	36,685	13,328	2,866	29	1,307	1,633	681
Baca	5.2	.0020	35.8	8.1	14.9	19.9	31.1	1.9	20,324	3,121	849	1,429	91	4,092	661
Bent	5.4	.0022	36.5	7.1	14.4	19.5	32.5	1.9	13,624	4,431	635	682	90	2,981	914
Chaffee	13.3	.0054	32.4	12.3	18.0	19.9	25.4	5.1	72,312	16,292	6,271	10,553	1,661	13,481	813
Cheyenne	2.3	.0009	35.3	7.5	15.6	16.6	33.7	.9	5,522	575	911	23	103	1,519	99
Clear Creek	6.9	.0027	30.4	9.1	28.8	21.2	15.6	3.0	27,098	8,136	6,807	600	243	1,723	623
Conejos	8.1	.0033	30.2	8.9	14.2	18.7	24.4	2.8	14,586	5,901	653	292	176	429	1,180
Costilla	3.8	.0015	34.7	8.4	13.8	20.1	29.5	1.2	2,261	439	242	301	75	186	8
Crowley	3.2	.0013	57.5	5.4	9.0	13.8	55.8	.9	5,054	2,060	492	18	70	1,213	554
Custer	2.0	.0008	35.0	7.7	16.6	21.9	28.1	.6	4,967	1,250	349	1,337	64	159	91
Delta	22.3	.0089	37.3	7.1	14.8	19.4	34.0	8.8	71,625	23,692	5,021	6,625	2,582	11,399	3,210
Dolores	1.7	.0006	33.3	8.6	15.3	21.4	26.1	.6	4,408	1,250	291	12	52	1,427	5
Eagle	17.4	.0069	29.1	15.6	35.7	18.9	9.9	7.3	236,672	45,986	53,897	1,108	8,412	2,644	5,260
Elbert	9.9	.0040	32.3	6.1	19.7	24.5	20.3	3.5	15,198	4,193	1,262	49	191	1,600	333
Fremont	32.2	.0128	36.5	7.8	16.8	19.4	32.8	12.1	106,966	31,648	13,148	7,532	2,578	17,974	4,272
Garfield	28.4	.0114	31.2	10.7	22.3	21.2	20.2	11.0	220,987	50,888	21,616	12,326	7,671	62,757	9,062
Gilpin	2.8	.0011	32.1	6.2	29.0	25.0	16.6	1.3	5,618	233	1,316	26	109	272	436
Grand	8.7	.0035	29.9	11.4	26.6	21.1	15.4	3.5	56,392	16,509	9,874	827	599	4,976	2,299
Gunnison	10.8	.0043	26.4	28.6	23.5	17.1	12.6	4.1	60,914	14,439	9,407	4,098	889	8,587	1,136
Hinsdale	.5	.0002	33.3	8.0	23.2	25.6	20.4	.2	2,744	596	608	10	39	98	4
Huerfano	6.5	.0026	37.8	6.8	13.5	18.0	35.5	2.6	22,712	8,559	2,090	46	248	2,577	110
Jackson	1.7	.0007	32.3	9.6	19.1	24.8	20.0	.7	6,642	2,598	847	25	107	1,615	9
Kiowa	1.8	.0007	42.3	6.3	11.3	19.0	41.4	.6	3,428	1,262	213	17	71	339	381
Kit Carson	7.5	.0030	34.4	8.4	15.2	20.0	29.1	2.9	44,121	11,775	1,572	1,943	1,184	12,793	2,237
Lake	6.6	.0026	27.1	15.2	22.3	19.8	12.5	2.3	23,704	8,193	3,338	193	208	1,212	1,076
La Plata	32.0	.0128	30.2	16.0	19.6	19.9	20.7	12.0	221,820	60,606	27,156	12,433	10,828	39,499	7,362
Las Animas	13.7	.0055	36.0	9.9	13.8	16.6	34.6	5.4	57,625	18,065	3,493	7,284	2,382	11,040	1,685
Lincoln	4.5	.0018	39.5	8.3	12.8	21.1	35.6	1.8	38,095	5,778	7,690	35	572	5,729	884
Logan	18.5	.0074	32.6	12.3	15.1	19.1	27.3	7.2	111,922	16,903	9,861	18,106	4,019	32,763	2,774
Mesa	91.3	.0365	31.9	10.8	19.2	23.2	23.9	34.4	550,895	91,509	80,687	73,478	28,598	108,601	13,076
Mineral	.7	.0003	33.3	9.1	19.0	25.1	21.7	.3	3,089	619	440	4	17	45	2
Moffat	13.2	.0053	29.0	11.1	22.4	21.2	15.4	4.9	64,304	21,155	5,639	6,215	1,255	17,153	460
Montezuma	18.9	.0075	31.9	8.8	16.6	21.4	23.4	6.8	110,949	20,425	11,333	15,489	2,677	20,673	1,730
Montrose	24.8	.0100	33.8	7.9	16.5	22.6	25.4	9.3	137,106	38,891	12,779	10,474	5,022	26,917	3,232
Morgan	22.3	.0089	32.9	9.5	16.3	19.6	26.9	8.4	99,081	27,231	9,326	11,577	2,892	14,829	2,463
Otero	20.8	.0083	34.1	8.8	14.5	19.0	29.6	8.0	80,948	21,869	7,159	9,178	3,303	9,718	7,888
Ouray	2.3	.0009	34.9	5.8	19.7	23.5	26.3	.7	12,618	1,759	3,135	315	181	485	188
Park	7.8	.0032	31.3	6.1	25.0	24.3	16.4	3.0	13,641	1,468	2,126	239	307	1,056	21
Phillips	4.2	.0016	37.7	7.4	14.0	19.4	34.5	1.8	22,051	5,626	980	832	102	9,770	713
Pitkin	11.5	.0046	30.9	12.4	37.1	25.1	9.7	5.1	217,181	29,884	61,468	1,110	10,785	2,572	8,290
Prowers	13.8	.0056	32.0	9.5	15.8	19.1	26.2	5.4	79,058	20,187	5,787	8,370	3,669	14,912	2,827
Rio Blanco	6.0	.0024	29.3	13.5	18.3	21.0	18.5	2.0	19,002	9,215	2,186	26	114	977	886
Rio Grande	11.3	.0045	33.4	8.7	15.3	20.3	27.3	3.9	47,644	16,073	3,314	1,970	1,682	7,809	2,411
Routt	13.9	.0056	29.5	11.7	32.3	20.3	11.8	5.4	134,927	30,586	23,014	2,460	3,251	11,357	2,574
Saguache	4.1	.0016	32.4	9.3	15.8	18.7	27.2	1.4	14,333	5,081	647	255	85	3,746	515
San Juan	.8	.0003	29.0	9.8	27.5	19.0	14.5	.4	4,329	1,395	1,144	23	96	236	8
San Miguel	3.7	.0015	29.9	8.8	35.6	19.6	12.3	1.6	26,938	6,997	6,910	46	648	485	534
Sedgwick	2.9	.0012	39.2	7.0	12.8	19.4	36.1	1.4	18,887	3,796	1,813	287	562	6,370	1,100
Summit	11.7	.0047	28.6	17.0	38.7	18.1	7.0	5.0	179,725	34,175	40,521	7,635	6,860	17,012	7,483
Teller	13.4	.0053	32.7	6.4	21.9	25.0	20.0	4.8	54,370	20,347	8,503	6,184	400	1,878	1,906
Washington	5.1	.0021	36.9	7.6	14.7	19.8	33.0	1.9	12,349	3,422	1,427	800	150	2,071	117
Yuma	9.6	.0039	35.3	7.5	15.0	20.0	30.5	3.9	44,228	12,479	2,624	1,574	939	11,362	917
TOTAL METRO COUNTIES	**2,763.0**	**1.1061**	**31.0**	**11.9**	**21.2**	**22.0**	**19.6**	**1,081.7**	**19,377,989**	**3,924,305**	**2,048,078**	**2,600,905**	**1,167,028**	**4,134,409**	**385,806**
TOTAL STATE	**3,372.5**	**1.3499**	**31.2**	**11.7**	**20.8**	**21.7**	**20.4**	**1,314.5**	**22,925,406**	**4,746,470**	**2,542,664**	**2,867,018**	**1,290,048**	**4,684,102**	**493,581**

COLO. (cont.)

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
BOULDER–LONGMONT	**2,914,921**	**26,947**	**21.5**	**28.5**	**17.2**	**17.7**	**.0946**
Boulder	2,914,921	26,947	21.5	28.5	17.2	17.7	.0946
• Boulder	1,001,109	22,807	24.9	25.4	13.8	16.7	.0383
• Longmont	627,606	26,953	21.1	34.5	18.4	12.3	.0220
SUBURBAN TOTAL	1,286,206	30,296	18.6	27.9	19.5	21.8	.0343
COLORADO SPRINGS	**4,661,635**	**24,067**	**25.3**	**29.2**	**16.3**	**14.0**	**.1513**
El Paso	4,661,635	24,067	25.3	29.2	16.3	14.0	.1513
• Colorado Springs	3,531,911	23,666	25.3	28.6	15.8	14.0	.1216
SUBURBAN TOTAL	1,129,724	25,583	25.3	31.3	18.2	13.8	.0297
DENVER	**24,888,293**	**30,289**	**18.6**	**27.3**	**20.0**	**21.6**	**.7234**
Adams	3,490,933	28,735	19.7	32.5	21.3	15.4	.1095
Thornton	614,153	29,871	17.5	35.5	23.5	13.9	.0199
Westminster	816,414	31,365	16.2	33.1	26.0	15.9	.0248
Arapahoe	6,557,713	34,197	16.2	26.7	22.0	26.7	.1978
Aurora	3,238,152	31,980	17.2	30.8	23.4	20.3	.1008
Denver	7,075,160	23,021	23.8	26.8	14.9	14.9	.2055
• Denver	7,075,160	23,021	23.8	26.8	14.9	14.9	.2055
Douglas	740,159	40,530	11.0	23.3	23.6	36.2	.0185
Jefferson	7,024,328	36,171	13.9	25.8	23.9	28.4	.1921
Arvada	1,370,861	37,299	12.8	25.1	27.7	27.4	.0352
Lakewood	1,970,545	35,015	15.2	26.5	22.1	27.9	.0607
SUBURBAN TOTAL	17,813,133	33,681	16.0	27.6	22.6	25.0	.5179
DENVER–BOULDER CONSOLIDATED AREA	***27,803,214***	***29,882***	***19.0***	***27.5***	***19.7***	***21.1***	***.8180***
FORT COLLINS–LOVELAND	**2,152,616**	**23,464**	**24.7**	**28.9**	**16.2**	**12.7**	**.0705**
Larimer	2,152,616	23,464	24.7	28.9	16.2	12.7	.0705
• Fort Collins	880,749	21,544	25.6	26.5	15.0	12.2	.0342
• Loveland	444,934	23,757	24.8	29.8	17.3	11.1	.0156
SUBURBAN TOTAL	826,933	25,543	23.5	31.4	17.1	14.0	.0207
GREELEY	**1,403,186**	**21,615**	**25.2**	**30.1**	**14.2**	**9.5**	**.0437**
Weld	1,403,186	21,615	25.2	30.1	14.2	9.5	.0437
• Greeley	614,215	19,777	25.5	26.8	13.2	9.5	.0224
SUBURBAN TOTAL	788,971	22,931	24.9	32.7	14.9	9.6	.0213
PUEBLO	**1,278,042**	**19,850**	**25.5**	**27.1**	**13.5**	**9.0**	**.0427**
Pueblo	1,278,042	19,850	25.5	27.1	13.5	9.0	.0427
• Pueblo	1,018,898	19,116	25.6	26.2	13.2	8.8	.0357
SUBURBAN TOTAL	259,144	22,811	24.4	31.1	14.9	10.2	.0070
OTHER COUNTIES							
Alamosa	115,156	16,767	27.5	25.9	9.1	7.9	.0043
Archuleta	48,680	17,585	27.7	27.9	8.7	7.4	.0019
Baca	32,926	12,345	33.2	16.4	6.4	4.5	.0012
Bent	49,465	18,433	32.8	25.0	13.2	6.9	.0014
Chaffee	125,058	20,119	27.9	32.4	11.7	6.3	.0043
Cheyenne	17,197	14,290	33.0	24.4	5.4	4.6	.0004
Clear Creek	78,486	22,000	26.4	35.4	14.1	7.5	.0023
Conejos	42,218	12,256	37.7	16.7	4.3	1.1	.0015
Costilla	23,617	12,936	31.5	17.2	7.9	4.8	.0007
Crowley	17,735	14,944	35.7	23.6	6.4	4.4	.0007
Custer	12,213	16,200	30.3	28.2	8.2	3.8	.0005
Delta	204,217	16,714	30.3	23.7	12.3	6.6	.0060
Dolores	13,621	18,500	25.0	28.8	10.7	7.3	.0004
Eagle	270 477	30,671	17.0	30.5	21.9	19.9	.0097
Elbert	106,958	24,774	23.2	24.4	20.8	13.2	.0027
Fremont	280,589	16,860	28.5	27.6	9.1	5.3	.0086
Garfield	358,469	27,500	21.4	26.6	20.1	16.2	.0116
Gilpin	38,143	26,655	19.1	34.5	18.1	11.3	.0010
Grand	93,721	22,859	24.8	35.6	13.0	8.9	.0031
Gunnison	130,375	24,060	22.4	28.0	14.8	15.3	.0038
Hinsdale	5,804	22,182	24.0	35.5	9.5	12.5	.0003
Huerfano	49,270	13,337	30.2	20.6	7.4	5.2	.0016
Jackson	15,462	18,458	31.9	32.7	8.0	4.1	.0005
Kiowa	15,566	19,200	28.0	26.5	11.5	10.0	.0004
Kit Carson	68,077	18,680	26.4	28.3	11.7	6.6	.0024
Lake	63,126	25,103	22.8	40.6	17.0	5.9	.0018
La Plata	345,372	21,816	25.9	27.8	14.3	11.8	.0118
Las Animas	115,037	15,854	27.5	23.3	11.4	5.7	.0039
Lincoln	40,484	17,022	29.5	26.4	9.7	6.3	.0017
Logan	171,250	18,701	29.9	29.1	10.6	6.6	.0059
Mesa	1,023,352	23,655	23.9	28.3	16.8	12.9	.0325
Mineral	7,059	18,667	32.4	25.0	12.3	8.0	.0003
Moffat	156,306	28,221	18.7	34.7	22.0	12.2	.0045
Montezuma	161,315	18,301	29.2	26.5	13.0	6.2	.0059
Montrose	254,965	21,536	27.8	32.1	12.3	9.9	.0083
Morgan	203,153	18,829	29.7	27.0	12.6	7.3	.0065
Otero	164,799	15,392	30.5	24.8	8.2	5.1	.0056
Ouray	17,400	18,565	29.0	26.0	11.4	8.6	.0007
Park	79,994	22,698	25.4	32.6	14.1	9.0	.0020
Phillips	42,326	16,944	30.4	24.9	9.5	7.7	.0014
Pitkin	176,677	26,576	25.7	27.7	15.2	18.4	.0075
Prowers	121,530	16,922	27.4	25.8	9.6	7.2	.0042
Rio Blanco	70,422	30,946	17.9	28.6	24.2	17.3	.0019
Rio Grande	118,539	23,253	21.4	25.8	17.5	13.7	.0035
Routt	169,575	26,793	21.8	33.1	19.1	13.6	.0060
Saguache	29,141	15,042	33.2	20.7	7.7	6.7	.0011
San Juan	8,282	18,000	32.5	31.2	10.0	2.0	.0003
San Miguel	36,618	18,514	28.6	30.7	11.2	5.1	.0012
Sedgwick	31,308	17,937	34.2	27.4	9.9	5.1	.0011
Summit	169,480	28,035	21.2	32.5	19.2	16.4	.0067
Teller	118,866	20,205	27.8	29.4	12.5	8.7	.0037
Washington	47,154	21,000	26.1	31.3	12.7	8.3	.0013
Yuma	96,664	17,760	28.1	24.4	11.3	9.2	.0030
TOTAL METRO COUNTIES	**37,298,693**	**27,650**	**20.8**	**27.9**	**18.4**	**18.5**	**1.1262**
TOTAL STATE	**43,552,387**	**26,370**	**21.7**	**28.0**	**17.6**	**17.0**	**1.3318**

Connecticut

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
BRIDGEPORT–STAMFORD–NORWALK–DANBURY	**825.2**	**.3302**	**36.3**	**8.7**	**15.4**	**23.7**	**28.5**	**299.0**
Fairfield	825.2	.3302	36.3	8.7	15.4	23.7	28.5	299.0
• Bridgeport	140.2	.0561	33.0	11.2	16.7	17.2	29.5	53.4
• Danbury	65.3	.0261	33.2	10.2	18.8	22.2	24.5	23.5
Fairfield	52.4	.0210	38.5	10.6	13.2	22.9	32.7	18.2
Greenwich	58.0	.0232	40.3	6.8	13.2	25.2	34.0	22.0
• Norwalk	77.2	.0309	35.1	9.2	18.1	23.2	27.1	29.4
• Stamford	101.2	.0405	36.8	8.3	17.2	22.8	30.1	39.5
Stratford	50.4	.0202	40.1	8.0	14.6	20.1	37.2	19.2
SUBURBAN TOTAL	441.3	.1766	37.6	7.6	13.7	26.3	26.5	153.2

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish/Appliance ($000)	Automotive ($000)	Drug ($000)
BRIDGEPORT–STAMFORD–NORWALK–DANBURY	**8,405,836**	**1,606,363**	**692,969**	**871,585**	**404,430**	**1,536,915**	**188,290**
Fairfield	8,405,836	1,606,363	692,969	871,585	404,430	1,536,915	188,290
• Bridgeport	779,021	170,859	82,050	63,156	37,696	148,628	26,735
• Danbury	1,108,869	129,510	71,744	190,542	58,887	192,347	14,880
Fairfield	590,357	129,685	54,323	53,141	29,444	132,791	15,540
Greenwich	616,871	105,246	62,316	14,277	30,685	165,703	14,651
• Norwalk	1,085,101	201,471	70,017	100,223	65,663	199,838	12,619
• Stamford	1,271,868	174,988	93,481	235,583	69,639	169,855	22,625
Stratford	380,690	102,062	30,598	15,018	14,907	75,395	11,336
SUBURBAN TOTAL	4,160,977	929,535	375,677	282,081	172,545	826,247	111,431

CONN. (cont.)

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
HARTFORD–NEW BRITAIN–MIDDLETOWN–BRISTOL	**1,125.4**	**.4505**	**34.4**	**10.5**	**17.4**	**21.6**	**27.4**	**421.2**
Hartford	**850.2**	**.3403**	**35.1**	**9.9**	**16.9**	**21.4**	**28.7**	**323.0**
● Bristol	62.0	.0248	33.7	10.5	17.5	20.9	26.9	23.5
East Hartford	50.4	.0202	35.0	11.1	17.8	20.5	29.5	20.2
Enfield	45.1	.0181	33.1	10.2	16.2	25.0	21.9	14.7
● Hartford	137.2	.0549	30.7	13.4	17.5	17.6	25.0	54.4
Manchester	51.0	.0204	35.2	9.2	18.4	20.0	30.2	20.0
● New Britain	73.2	.0293	34.9	13.4	17.4	15.8	34.0	30.1
West Hartford	59.1	.0237	43.1	7.2	13.3	20.3	41.0	23.9
Middlesex	**144.5**	**.0579**	**34.6**	**9.4**	**18.3**	**22.3**	**26.9**	**54.9**
● Middletown	42.0	.0168	32.9	13.6	18.8	19.2	26.8	16.3
Tolland	**130.7**	**.0523**	**30.7**	**15.7**	**19.2**	**22.3**	**19.4**	**43.3**
SUBURBAN TOTAL	811.0	.3247	35.2	9.6	17.2	23.0	27.3	296.9
NEW HAVEN–WATERBURY–MERIDEN	**801.3**	**.3207**	**34.9**	**10.1**	**17.2**	**20.3**	**29.4**	**299.7**
New Haven	**801.3**	**.3207**	**34.9**	**10.1**	**17.2**	**20.3**	**29.4**	**299.7**
Hamden	53.1	.0213	39.1	10.8	15.1	19.0	36.5	20.4
● Meriden	59.7	.0239	34.2	9.8	17.9	19.3	29.3	23.1
● Milford	52.1	.0209	34.4	9.3	18.2	21.9	27.0	18.9
● New Haven	125.5	.0502	31.3	14.9	19.1	16.2	26.7	48.9
● Waterbury	105.6	.0423	35.9	10.0	15.6	17.9	33.3	40.7
West Haven	53.7	.0215	34.9	10.8	18.8	19.1	30.8	21.4
SUBURBAN TOTAL	458.4	.1834	36.0	8.9	16.6	22.0	29.5	168.1
NEW LONDON–NORWICH	**255.6**	**.1023**	**32.0**	**13.5**	**17.7**	**20.4**	**24.3**	**92.0**
New London	**255.6**	**.1023**	**32.0**	**13.5**	**17.7**	**20.4**	**24.3**	**92.0**
Groton (town)	41.0	.0164	27.7	19.3	21.0	16.7	18.0	13.6
● New London	29.0	.0116	29.2	23.7	16.6	14.1	26.4	11.1
● Norwich	38.7	.0155	33.7	12.3	16.5	17.9	29.9	15.3
SUBURBAN TOTAL	187.9	.0752	32.0	12.3	18.1	21.9	22.8	65.6
OTHER COUNTIES								
Litchfield	**172.4**	**.0690**	**35.7**	**7.9**	**17.0**	**22.3**	**28.9**	**64.5**
Windham	**102.2**	**.0409**	**32.9**	**10.6**	**16.8**	**20.2**	**26.4**	**37.3**
TOTAL METRO COUNTIES	**3,007.5**	**1.2037**	**34.8**	**10.2**	**16.8**	**21.7**	**28.0**	**1,111.9**
TOTAL STATE	**3,282.1**	**1.3136**	**34.8**	**10.1**	**16.7**	**21.7**	**28.0**	**1,213.7**

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
HARTFORD–NEW BRITAIN–MIDDLETOWN–BRISTOL	**9,807,156**	**1,751,629**	**938,891**	**1,018,186**	**587,258**	**2,285,258**	**286,576**
Hartford	**7,753,531**	**1,319,434**	**752,178**	**853,113**	**507,189**	**1,718,376**	**226,752**
● Bristol	702,486	122,611	34,249	82,608	20,602	291,821	17,310
East Hartford	611,547	74,738	50,586	30,760	22,884	183,664	11,650
Enfield	591,288	100,583	43,910	101,815	36,436	101,858	12,452
● Hartford	789,861	81,763	144,290	90,081	51,226	161,336	33,811
Manchester	688,176	129,653	41,928	89,039	36,430	171,904	13,238
● New Britain	375,558	81,261	32,399	17,291	13,369	117,131	15,905
West Hartford	724,347	136,002	58,964	123,092	63,977	95,874	19,849
Middlesex	**1,322,106**	**247,102**	**115,607**	**100,477**	**59,625**	**378,875**	**39,499**
● Middletown	421,259	57,390	32,281	41,253	14,915	127,023	13,786
Tolland	**731,519**	**185,093**	**71,106**	**64,596**	**20,444**	**188,007**	**20,325**
SUBURBAN TOTAL	7,517,992	1,408,604	695,672	786,953	487,146	1,587,947	205,764
NEW HAVEN–WATERBURY–MERIDEN	**6,754,452**	**1,382,710**	**633,744**	**730,488**	**378,843**	**1,457,010**	**169,523**
New Haven	**6,754,452**	**1,382,710**	**633,744**	**730,488**	**378,843**	**1,457,010**	**169,523**
Hamden	527,458	105,358	37,645	79,607	22,694	122,972	12,294
● Meriden	504,116	58,290	32,745	90,366	26,366	133,279	15,894
● Milford	666,945	74,207	66,461	53,698	74,554	206,884	9,856
● New Haven	728,815	101,635	123,446	89,047	46,860	129,499	26,797
● Waterbury	969,958	231,657	67,643	148,766	45,688	135,296	23,990
West Haven	265,144	29,579	40,090	16,675	9,400	57,111	8,392
SUBURBAN TOTAL	3,884,618	916,921	343,449	348,611	185,375	852,052	92,986
NEW LONDON–NORWICH	**2,128,680**	**396,558**	**210,891**	**220,093**	**104,578**	**510,498**	**46,599**
New London	**2,128,680**	**396,558**	**210,891**	**220,093**	**104,578**	**510,498**	**46,599**
Groton (town)	335,928	64,046	44,920	32,712	13,117	71,028	9,398
● New London	365,332	32,793	33,253	25,989	28,914	161,737	6,723
● Norwich	408,877	96,029	24,946	44,338	19,878	120,675	10,650
SUBURBAN TOTAL	1,354,471	267,736	152,692	149,766	55,786	228,086	29,226
OTHER COUNTIES							
Litchfield	**1,376,551**	**289,901**	**106,231**	**88,384**	**50,594**	**436,683**	**41,498**
Windham	**720,116**	**172,128**	**66,204**	**31,922**	**26,777**	**160,082**	**21,044**
TOTAL METRO COUNTIES	**27,096,124**	**5,137,260**	**2,476,495**	**2,840,352**	**1,475,109**	**5,789,681**	**690,988**
TOTAL STATE	**29,192,791**	**5,599,289**	**2,648,930**	**2,960,658**	**1,552,480**	**6,386,446**	**753,530**

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CONN. (cont.)

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
BRIDGEPORT–STAMFORD–NORWALK–DANBURY	**17,608,066**	**42,568**	**12.9**	**18.3**	**16.5**	**42.8**	**.4802**
Fairfield	17,608,066	42,568	12.9	18.3	16.5	42.8	.4802
• Bridgeport	1,899,171	26,328	20.6	24.2	16.6	20.1	.0537
• Danbury	1,118,671	37,946	15.2	21.0	19.2	35.0	.0416
Fairfield	1,164,072	49,233	11.0	16.5	17.2	49.2	.0322
Greenwich	1,797,290	55,082	10.0	15.1	14.0	54.5	.0427
• Norwalk	1,551,614	41,113	12.9	19.9	17.7	40.3	.0487
• Stamford	2,243,126	41,664	14.0	18.5	15.9	42.0	.0644
Stratford	950,534	40,503	12.9	19.7	21.1	37.4	.0251
SUBURBAN TOTAL	10,795,484	52,411	9.5	15.6	16.1	52.4	.2718
HARTFORD–NEW BRITAIN–MIDDLETOWN–BRISTOL	**19,099,179**	**36,023**	**15.0**	**22.9**	**20.5**	**31.2**	**.5513**
Hartford	14,544,589	35,477	15.4	22.8	20.0	30.9	.4244
• Bristol	994,732	34,241	15.5	26.6	21.2	27.5	.0323
East Hartford	833,452	34,385	15.7	25.3	23.0	26.0	.0274
Enfield	688,489	41,158	11.3	19.5	28.0	34.4	.0244
• Hartford	1,620,086	20,551	25.8	24.4	13.7	13.1	.0494
Manchester	895,620	35,932	14.4	25.9	23.2	28.7	.0297
• New Britain	1,102,563	27,831	20.0	27.1	18.3	19.8	.0292
West Hartford	1,373,581	42,652	13.3	19.2	16.5	42.8	.0382
Middlesex	2,484,602	36,952	13.9	23.4	21.9	31.3	.0724
• Middletown	654,869	31,388	17.9	25.3	19.2	25.4	.0207

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Tolland	2,069,988	38,774	12.9	22.4	22.8	33.7	.0545
SUBURBAN TOTAL	14,726,929	39,987	12.3	21.8	21.9	36.3	.4197
NEW HAVEN–WATERBURY–MERIDEN	**13,186,116**	**34,456**	**15.9**	**22.5**	**19.3**	**29.9**	**.3824**
New Haven	13,186,116	34,456	15.9	22.5	19.3	29.9	.3824
Hamden	966,144	37,304	15.2	21.5	20.2	33.2	.0281
• Meriden	970,685	33,649	16.7	25.0	20.4	27.4	.0283
• Milford	942,146	42,203	10.0	20.8	23.7	38.5	.0301
• New Haven	1,616,145	22,173	22.9	23.8	14.3	16.0	.0473
• Waterbury	1,487,626	27,642	19.9	23.8	17.5	21.3	.0480
West Haven	851,741	32,304	16.9	24.7	20.5	25.3	.0219
SUBURBAN TOTAL	8,169,514	38,919	13.3	21.6	20.6	35.5	.2287
NEW LONDON–NORWICH	**3,820,252**	**31,946**	**16.9**	**26.6**	**20.0**	**24.8**	**.1157**
New London	3,820,252	31,946	16.9	26.6	20.0	24.8	.1157
Groton (town)	600,848	30,579	18.3	31.1	18.6	23.2	.0183
• New London	390,753	23,945	22.3	26.2	15.8	15.6	.0146
• Norwich	530,466	27,026	20.4	27.2	18.0	17.5	.0183
SUBURBAN TOTAL	2,899,033	34,484	15.1	26.7	21.1	28.0	.0828
OTHER COUNTIES							
Litchfield	3,029,032	36,749	15.0	23.1	21.0	31.7	.0839
Windham	1,378,342	29,142	19.7	26.8	20.3	19.9	.0418
TOTAL METRO COUNTIES	**53,713,613**	**36,661**	**14.8**	**21.9**	**19.1**	**33.4**	**1.5296**
TOTAL STATE	**58,120,987**	**36,407**	**15.0**	**22.1**	**19.2**	**32.9**	**1.6553**

Delaware

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
WILMINGTON ?	**579.6**	**.2320**	**33.0**	**11.0**	**17.1**	**21.6**	**24.9**	**210.3**
New Castle	438.9	.1757	32.9	11.7	17.2	21.6	24.7	160.1
• Wilmington	71.5	.0286	34.3	9.3	16.3	17.4	31.5	28.5
Cecil, Md.	*73.2*	*.0293*	*32.5*	*8.9*	*16.9*	*22.4*	*23.4*	*25.4*
Salem, N. J.	*67.5*	*.0270*	*34.3*	*8.6*	*15.9*	*21.0*	*27.9*	*24.8*
SUBURBAN TOTAL	508.1	.2034	32.8	11.2	17.2	22.2	24.0	181.8
OTHER COUNTIES								
Kent	112.8	.0452	30.9	12.2	17.4	21.8	21.0	39.1
Sussex	120.3	.0481	35.6	8.8	15.6	20.0	30.8	44.9
TOTAL METRO COUNTIES	**438.9**	**.1757**	**32.9**	**11.7**	**17.2**	**21.6**	**24.7**	**160.1**
TOTAL STATE	**672.0**	**.2690**	**33.0**	**11.2**	**16.9**	**21.4**	**25.2**	**244.1**

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
WILMINGTON ?	**4,572,419**	**841,326**	**387,110**	**650,532**	**257,075**	**994,010**	**168,581**
New Castle	3,760,374	704,882	315,819	605,664	231,879	737,184	143,357
• Wilmington	725,576	96,147	69,159	25,549	34,668	193,043	37,134
Cecil, Md.	*446,195*	*80,002*	*34,353*	*21,893*	*8,312*	*135,554*	*10,423*
Salem, N. J.	*365,850*	*56,442*	*36,938*	*22,975*	*16,884*	*121,272*	*14,801*
SUBURBAN TOTAL	3,846,843	745,179	317,951	624,983	222,407	800,967	131,447
OTHER COUNTIES							
Kent	957,222	171,893	84,080	140,933	32,112	261,915	26,508
Sussex	868,200	163,541	100,540	73,126	40,948	174,392	25,904
TOTAL METRO COUNTIES	**3,760,374**	**704,882**	**315,819**	**605,664**	**231,879**	**737,184**	**143,357**
TOTAL STATE	**5,585,796**	**1,040,316**	**500,439**	**819,723**	**304,939**	**1,173,491**	**195,769**

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
WILMINGTON	**8,556,304**	**31,728**	**17.5**	**24.8**	**19.9**	**24.6**	**.3562**
New Castle	6,528,659	31,383	17.5	25.2	19.6	24.1	.2000
• Wilmington	834,623	18,870	25.6	22.5	12.8	12.3	.0311
Cecil, Md.	*937,036*	*30,707*	*18.4*	*27.3*	*20.7*	*21.5*	*.0278*
Salem, N. J.	*1,090,509*	*36,087*	*16.3*	*20.5*	*20.9*	*30.5*	*.0384*
SUBURBAN TOTAL	7,711,581	33,542	16.1	25.3	21.0	26.5	.2251

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
OTHER COUNTIES							
Kent	1,276,746	23,882	24.9	27.9	17.4	12.9	.0450
Sussex	1,324,280	21,708	26.6	28.6	15.2	10.2	.0450
TOTAL METRO COUNTIES	**6,528,659**	**31,383**	**17.5**	**25.2**	**19.6**	**24.1**	**.2000**
TOTAL STATE	**9,129,685**	**27,967**	**20.3**	**26.3**	**18.4**	**19.8**	**.2900**

METRO & COUNTY TOTALS

District of Columbia

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
WASHINGTON	3,778.2	1.5122	32.5	10.4	20.3	24.7	20.2	1,424.1
District of Columbia	620.1	.2482	33.8	12.3	20.2	20.9	26.6	254.6
• Washington	620.1	.2482	33.8	12.3	20.2	20.9	26.6	254.6
Calvert, Md.	53.3	.0213	31.6	8.0	18.4	22.7	21.0	17.7
Charles, Md.	100.8	.0403	29.9	9.1	18.4	25.2	15.4	31.5
Frederick, Md.	148.3	.0594	32.1	9.6	19.2	22.9	21.5	50.8
• *Frederick*	37.2	.0149	32.8	11.9	20.6	17.3	28.1	14.8
Montgomery, Md.	715.3	.2863	34.7	8.7	18.4	25.3	24.1	272.4
Rockville	49.7	.0199	32.7	9.5	18.9	26.0	19.6	17.4
Prince George's, Md.	712.4	.2851	30.5	12.5	20.6	23.8	16.9	255.3
Alexandria city, Va.	110.6	.0443	33.2	10.6	28.0	22.0	23.0	55.6
Alexandria	110.6	.0443	33.2	10.6	28.0	22.0	23.0	55.6
Arlington, Va.	157.6	.0631	34.1	12.4	25.7	21.4	26.3	75.9
• *Arlington*	157.6	.0631	34.1	12.4	25.7	21.4	26.3	75.9
Fairfax, Va.	764.3	.3059	32.8	8.9	19.7	28.6	17.1	280.1
Fairfax city, Va.	20.2	.0080	32.6	12.3	19.8	24.6	20.7	7.4
Fairfax	20.2	.0080	32.6	12.3	19.8	24.6	20.7	7.4
Falls Church city, Va.	9.6	.0039	37.6	7.8	20.8	23.5	31.2	4.6
Falls Church	9.6	.0039	37.6	7.8	20.8	23.5	31.2	4.6
Loudoun, Va.	77.9	.0312	31.9	7.5	19.8	27.0	16.8	26.6
Manassas city, Va.	22.8	.0091	29.3	9.8	23.9	22.1	14.3	7.8
Manassas	22.8	.0091	29.3	9.8	23.9	22.1	14.3	7.8
Manassas Park city, Va.	7.4	.0030	26.5	11.6	21.1	21.3	10.8	2.3
Manassas Park	7.4	.0030	26.5	11.6	21.1	21.3	10.8	2.3
Prince William, Va.	199.4	.0798	28.6	9.9	21.9	26.9	9.1	63.4
Stafford, Va.	58.2	.0233	30.7	9.4	19.2	25.6	16.2	18.1
SUBURBAN TOTAL	2,963.3	1.1860	32.1	9.8	20.1	25.7	18.5	1,078.8
TOTAL METRO COUNTIES	620.1	.2482	33.8	12.3	20.2	20.9	26.6	254.6
TOTAL STATE	620.1	.2482	33.8	12.3	20.2	20.9	26.6	254.6

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
WASHINGTON	31,376,074	6,071,119	3,556,993	3,571,165	1,947,609	6,830,874	1,135,939
District of Columbia	3,812,268	658,352	952,011	378,143	188,940	171,906	211,661
• Washington	3,812,268	658,352	952,011	378,143	188,940	171,906	211,661
Calvert, Md.	213,019	56,288	22,713	16,803	7,483	56,346	5,708
Charles, Md.	645,311	131,004	48,660	36,037	33,961	170,546	34,267
Frederick, Md.	1,065,021	237,820	105,119	128,102	48,357	232,983	26,657
• *Frederick*	737,633	159,002	71,607	99,495	35,387	166,323	19,151
Montgomery, Md.	6,301,142	1,268,943	539,977	774,902	510,531	1,350,051	230,924
Rockville	710,630	124,023	74,739	35,756	107,823	148,505	23,650
Prince George's, Md.	5,649,800	1,094,214	474,843	731,214	314,547	1,411,936	215,173
Alexandria city, Va.	1,381,016	204,941	185,488	201,379	65,574	270,958	37,503
Alexandria	1,381,016	204,941	185,488	201,379	65,574	270,958	37,503
Arlington, Va.	1,185,009	203,292	189,599	93,185	43,340	367,067	43,429
• *Arlington*	1,185,009	203,292	189,599	93,185	43,340	367,067	43,429
Fairfax, Va.	6,942,913	1,412,105	668,748	959,837	478,978	1,500,447	201,136
Fairfax city, Va.	779,798	69,378	70,999	46,321	47,816	356,002	32,673
Fairfax	779,798	69,378	70,999	46,321	47,816	356,002	32,673
Falls Church city, Va.	264,687	34,173	23,374	2,432	22,471	116,717	10,698
Falls Church	264,687	34,173	23,374	2,432	22,471	116,717	10,698
Loudoun, Va.	673,637	170,484	62,069	26,483	25,208	175,989	20,854
Manassas city, Va.	632,723	130,287	31,201	35,148	30,300	267,372	17,448
Manassas	632,723	130,287	31,201	35,148	30,300	267,372	17,448
Manassas Park city, Va.	7,657	2,677	251	1,263	226	582	826
Manassas Park	7,657	2,677	251	1,263	226	582	826
Prince William, Va.	1,526,921	317,703	146,972	128,526	118,572	330,184	37,643
Stafford, Va.	295,152	79,458	34,969	11,390	11,305	51,788	9,337
SUBURBAN TOTAL	25,641,164	5,050,473	2,343,776	3,000,342	1,679,942	6,125,578	861,698
TOTAL METRO COUNTIES	3,812,268	658,352	952,011	378,143	188,940	171,906	211,661
TOTAL STATE	3,812,268	658,352	952,011	378,143	188,940	171,906	211,661

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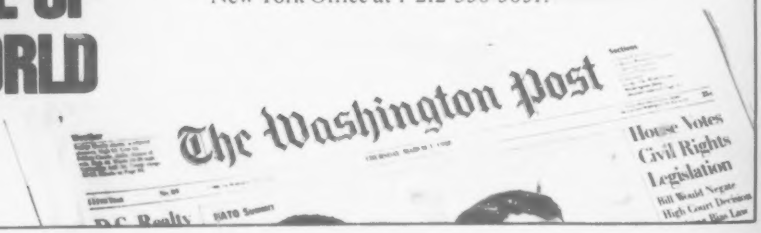
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D.C. (cont.)

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
WASHINGTON	**73,784,364**	**41,545**	**12.1**	**20.9**	**18.3**	**40.5**	**1.9717**
District of Columbia	10,175,399	25,095	21.0	24.5	14.2	21.0	.2707
• Washington	10,175,399	25,095	21.0	24.5	14.2	21.0	.2707
Calvert, Md.	*751,934*	*37,375*	*14.6*	*20.7*	*22.4*	*31.9*	*.0194*
Charles, Md.	*1,356,592*	*38,905*	*12.1*	*21.4*	*23.8*	*33.1*	*.0400*
Frederick, Md.	*2,117,954*	*35,483*	*15.3*	*24.2*	*21.8*	*29.0*	*.0628*
• *Frederick*	*546,342*	*29,960*	*18.5*	*26.6*	*19.6*	*22.2*	*.0241*
Montgomery, Md.	*16,519,951*	*51,116*	*9.1*	*17.8*	*16.6*	*51.3*	*.4183*
Rockville	*991,852*	*50,048*	*8.9*	*15.7*	*18.5*	*50.1*	*.0315*
Prince George's, Md.	*12,552,311*	*41,370*	*11.3*	*23.0*	*20.4*	*39.0*	*.3463*
Alexandria city, Va.	*2,888,832*	*40,360*	*11.1*	*23.8*	*19.6*	*38.4*	*.0769*
Alexandria	*2,888,832*	*40,360*	*11.1*	*23.8*	*19.6*	*38.4*	*.0769*
Arlington, Va.	*3,919,092*	*39,888*	*13.0*	*23.5*	*17.5*	*38.9*	*.0929*
• *Arlington*	*3,919,092*	*39,888*	*13.0*	*23.5*	*17.5*	*38.9*	*.0929*
Fairfax, Va.	*17,314,588*	*54,232*	*7.5*	*16.1*	*17.6*	*55.0*	*.4455*
Fairfax city, Va.	*457,006*	*52,311*	*7.7*	*18.0*	*17.8*	*52.3*	*.0221*
Fairfax	*457,006*	*52,311*	*7.7*	*18.0*	*17.8*	*52.3*	*.0221*
Falls Church city, Va.	*273,287*	*48,308*	*8.9*	*18.9*	*19.4*	*48.7*	*.0096*
Falls Church	*273,287*	*48,308*	*8.9*	*18.9*	*19.4*	*48.7*	*.0096*
Loudoun, Va	*1,269,316*	*40,278*	*11.9*	*21.3*	*21.3*	*37.2*	*.0373*
Manassas city, Va.	*318,976*	*36,479*	*14.0*	*25.9*	*27.8*	*25.1*	*.0178*
Manassas	*318,976*	*36,479*	*14.0*	*25.9*	*27.8*	*25.1*	*.0178*
Manassas Park city, Va.	*87,644*	*34,672*	*11.2*	*32.1*	*30.5*	*18.6*	*.0021*
Manassas Park	*87,644*	*34,672*	*11.2*	*32.1*	*30.5*	*18.6*	*.0021*
Prince William, Va.	*2,999,237*	*41,857*	*10.6*	*21.9*	*25.9*	*36.6*	*.0882*
Stafford, Va.	*782,245*	*36,389*	*14.9*	*24.5*	*24.6*	*28.2*	*.0218*
SUBURBAN TOTAL	59,143,531	45,768	9.9	19.8	19.3	45.3	1.5840
TOTAL METRO COUNTIES	**10,175,399**	**25,095**	**21.0**	**24.5**	**14.2**	**21.0**	**.2707**
TOTAL STATE	**10,175,399**	**25,095**	**21.0**	**24.5**	**14.2**	**21.0**	**.2707**

Florida

POPULATION—12/31/89

S&MM ESTIMATES

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
BRADENTON	**192.1**	**.0769**	**45.7**	**7.0**	**12.5**	**15.9**	**46.1**	**83.5**	**1,387,724**	**318,870**	**137,277**	**158,961**	**63,263**	**330,356**	**52,234**
Manatee	192.1	.0769	45.7	7.0	12.5	15.9	46.1	83.5	1,387,724	318,870	137,277	158,961	63,263	330,356	52,234
• Bradenton	41.0	.0164	43.9	7.7	13.3	14.8	44.7	17.5	575,811	154,588	46,929	42,269	22,662	170,670	21,241
SUBURBAN TOTAL	151.1	.0605	46.3	6.8	12.3	16.3	46.5	66.0	811,913	164,282	90,348	116,692	40,601	159,686	30,993
DAYTONA BEACH	**359.5**	**.1439**	**42.2**	**9.3**	**13.2**	**17.0**	**41.7**	**153.9**	**2,661,267**	**652,732**	**291,015**	**321,356**	**131,115**	**543,638**	**114,714**
Volusia	359.5	.1439	42.2	9.3	13.2	17.0	41.7	153.9	2,661,267	652,732	291,015	321,356	131,115	543,638	114,714
• Daytona Beach	64.6	.0259	38.0	14.2	13.8	14.6	38.4	28.6	1,013,584	113,489	111,393	164,552	34,077	323,651	36,536
SUBURBAN TOTAL	294.9	.1180	43.0	8.3	13.1	17.4	42.4	125.3	1,647,683	539,243	179,622	156,804	97,038	219,987	78,178

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POPULATION—12/31/89

RETAIL SALES BY STORE GROUP—1989

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
FORT LAUDERDALE–HOLLYWOOD–POMPANO BEACH	**1,255.0**	**.5023**	**41.1**	**7.8**	**15.2**	**18.9**	**39.5**	**545.8**	**10,563,533**	**2,026,361**	**1,121,932**	**964,471**	**651,886**	**3,007,976**	**472,623**
Broward	1,255.0	.5023	41.1	7.8	15.2	18.9	39.5	545.8	10,563,533	2,026,361	1,121,932	964,471	651,886	3,007,976	472,623
• Fort Lauderdale	155.0	.0620	39.1	9.6	17.7	19.0	36.6	73.0	2,469,940	284,737	318,501	143,358	147,196	1,031,420	72,552
• Hollywood	128.6	.0515	44.3	7.3	13.0	18.9	43.5	57.5	1,246,882	201,936	92,275	163,463	58,887	441,586	51,049
Plantation	63.8	.0255	38.1	7.1	13.5	27.3	29.0	23.4	802,292	132,211	52,114	177,453	44,920	202,694	23,605
• Pompano Beach	71.9	.0288	51.4	7.5	12.0	15.9	51.5	35.3	925,552	134,303	62,630	89,717	52,712	370,405	20,413
SUBURBAN TOTAL	899.5	.3600	40.4	7.5	15.4	19.1	38.6	380.0	5,921,159	1,405,385	648,526	567,933	393,091	1,164,565	328,609
FORT MYERS–CAPE CORAL	**322.3**	**.1290**	**43.1**	**7.3**	**13.1**	**17.4**	**42.7**	**138.4**	**3,019,279**	**606,709**	**290,246**	**345,560**	**204,964**	**720,466**	**94,371**
Lee	322.3	.1290	43.1	7.3	13.1	17.4	42.7	138.4	3,019,279	606,709	290,246	345,560	204,964	720,466	94,371
• Cape Coral	61.3	.0245	49.8	5.4	11.2	17.3	49.8	26.6	323,919	106,918	26,407	40,315	29,130	16,886	12,884
• Fort Myers	45.5	.0182	34.2	10.7	15.7	17.6	31.1	19.2	1,476,058	177,994	99,115	252,481	84,778	511,892	31,827
SUBURBAN TOTAL	215.5	.0863	43.5	7.1	13.1	17.3	43.2	92.6	1,219,302	321,797	164,724	52,764	91,056	191,688	49,660
FORT PIERCE	**240.4**	**.0962**	**39.9**	**8.1**	**14.0**	**17.8**	**38.6**	**98.7**	**1,974,794**	**412,102**	**164,149**	**194,449**	**134,204**	**543,400**	**85,161**
Martin	98.0	.0392	44.2	7.5	12.7	17.3	44.2	41.6	937,794	185,575	82,184	64,203	77,869	249,207	43,817
St. Lucie	142.4	.0570	37.1	8.5	14.9	18.0	34.7	57.1	1,037,000	226,527	81,965	130,246	56,335	294,193	41,344
• Fort Pierce	41.4	.0166	34.9	10.1	14.2	17.5	32.3	16.8	711,534	121,773	57,122	101,249	41,078	225,762	25,295
SUBURBAN TOTAL	199.0	.0796	40.9	7.7	14.0	17.7	40.0	81.9	1,263,260	290,329	107,027	93,200	93,126	317,638	59,866
FORT WALTON BEACH	**158.9**	**.0636**	**30.6**	**13.0**	**17.5**	**24.5**	**17.9**	**58.2**	**1,068,732**	**194,699**	**136,397**	**159,141**	**51,228**	**228,743**	**34,560**
Okaloosa	158.9	.0636	30.6	13.0	17.5	24.5	17.9	58.2	1,068,732	194,699	136,397	159,141	51,228	228,743	34,560
• Fort Walton Beach	24.7	.0099	34.1	10.7	14.5	27.1	21.6	9.1	375,408	30,290	49,428	46,385	18,719	157,940	5,277
SUBURBAN TOTAL	134.2	.0537	30.1	13.4	18.1	24.0	17.2	49.1	693,324	164,409	86,969	112,756	32,509	70,803	29,283
GAINESVILLE	**211.8**	**.0847**	**28.6**	**19.8**	**21.3**	**18.1**	**18.3**	**80.8**	**1,393,769**	**307,732**	**150,521**	**162,515**	**59,101**	**345,124**	**34,129**
Alachua	187.2	.0749	28.1	21.3	21.7	17.6	17.4	72.8	1,293,033	280,870	141,135	159,600	53,314	321,084	30,261
• Gainesville	87.3	.0349	27.2	25.0	21.7	15.9	17.1	32.9	889,984	164,795	82,679	98,045	43,487	277,181	19,518
Bradford	24.6	.0098	33.4	9.1	17.9	22.1	25.1	8.0	100,736	26,862	9,386	2,915	5,787	24,040	3,868
SUBURBAN TOTAL	124.5	.0498	29.7	16.2	20.9	19.6	19.2	47.9	503,785	142,937	67,842	64,470	15,614	67,943	14,611
JACKSONVILLE	**938.0**	**.3755**	**32.2**	**10.8**	**18.1**	**21.1**	**23.8**	**357.6**	**6,920,526**	**1,288,825**	**710,477**	**783,236**	**328,559**	**1,741,898**	**324,097**
Clay	106.0	.0424	31.9	7.9	17.5	26.4	18.1	36.1	753,659	139,403	70,184	158,190	37,413	162,460	20,064

Jacksonville

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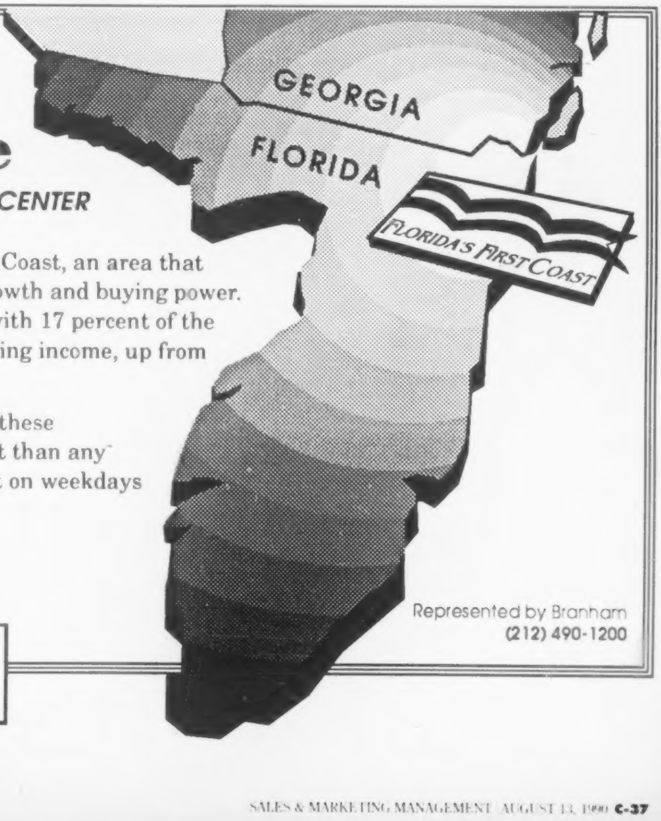

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POPULATION—12/31/89

S&MM ESTIMATES

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
Duval	698.6	.2796	31.8	11.6	18.5	20.2	23.9	271.0	5,342,432	953,255	534,158	545,788	269,937	1,405,493	272,106
• Jacksonville	660.7	.2644	31.7	11.6	18.4	20.3	23.7	255.0	5,076,387	866,663	490,339	532,965	260,479	1,380,626	253,582
Nassau	47.5	.0191	31.6	9.0	17.0	23.5	20.8	16.7	251,803	70,327	22,719	24,314	4,616	47,402	7,175
St. Johns	85.9	.0344	36.5	8.9	15.3	20.1	32.1	33.8	572,632	125,840	83,416	54,944	16,593	126,543	24,752
SUBURBAN TOTAL	277.3	.1111	33.3	8.9	16.9	23.2	24.0	102.6	1,844,139	422,162	220,138	250,271	68,080	361,272	70,515
LAKELAND–WINTER HAVEN	**410.7**	**.1644**	**35.4**	**9.5**	**15.4**	**20.5**	**30.1**	**155.1**	**2,462,581**	**503,748**	**214,407**	**332,500**	**112,592**	**605,921**	**103,967**
Polk	410.7	.1644	35.4	9.5	15.4	20.5	30.1	155.1	2,462,581	503,748	214,407	332,500	112,592	605,921	103,967
• Lakeland	77.7	.0311	36.9	11.8	15.2	17.0	35.3	33.5	971,503	154,713	88,167	175,233	51,802	238,111	38,367
• Winter Haven	25.6	.0102	39.9	9.1	14.2	17.8	38.2	11.3	463,354	73,493	44,976	88,567	26,445	117,433	21,623
SUBURBAN TOTAL	307.4	.1231	34.8	8.9	15.7	21.6	28.1	110.3	1,027,724	275,542	81,264	68,700	34,345	250,377	43,977
MELBOURNE–TITUSVILLE–PALM BAY	**413.9**	**.1657**	**37.4**	**10.0**	**14.1**	**22.5**	**31.1**	**168.0**	**2,777,242**	**570,549**	**297,531**	**391,663**	**127,384**	**674,109**	**77,177**
Brevard	413.9	.1657	37.4	10.0	14.1	22.5	31.1	168.0	2,777,242	570,549	297,531	391,663	127,384	674,109	77,177
• Melbourne	65.0	.0260	36.5	12.0	14.5	20.0	31.9	26.8	816,478	97,582	65,105	165,732	38,814	261,892	14,757
• Palm Bay	59.7	.0239	34.9	9.9	17.8	19.3	30.4	24.6	212,249	69,409	26,992	23,751	6,704	18,434	10,788
• Titusville	46.4	.0186	38.4	9.2	12.4	23.7	31.7	18.5	339,830	77,499	40,653	56,651	5,409	82,558	11,068
SUBURBAN TOTAL	242.8	.0972	37.9	9.6	13.5	23.9	30.9	98.1	1,408,685	326,059	164,781	145,529	76,457	311,225	40,564
MIAMI–HIALEAH	**1,885.9**	**.7549**	**37.7**	**9.1**	**15.5**	**22.1**	**32.2**	**726.4**	**13,459,450**	**2,426,214**	**1,274,421**	**1,745,071**	**784,215**	**3,110,641**	**681,049**
Dade	1,885.9	.7549	37.7	9.1	15.5	22.1	32.2	726.4	13,459,450	2,426,214	1,274,421	1,745,071	784,215	3,110,641	681,049
Coral Gables	43.1	.0173	39.3	14.3	14.4	19.9	36.3	16.7	543,435	67,463	53,412	12,194	33,113	255,846	17,599
• Hialeah	176.7	.0707	38.7	9.9	12.3	26.0	30.4	60.5	1,070,094	232,213	75,946	218,959	53,496	107,286	66,410
• Miami	388.5	.1555	40.1	8.9	14.3	22.3	35.6	153.6	3,126,236	537,957	295,692	367,192	203,890	711,178	174,103
• Miami Beach	96.4	.0386	66.0	3.9	7.4	11.9	69.5	57.1	332,082	103,322	61,688	18,761	8,039	16,218	44,056
North Miami	44.4	.0178	42.1	9.0	17.2	18.7	40.8	20.9	412,585	94,646	46,098	21,606	34,369	62,813	26,104
SUBURBAN TOTAL	1,224.3	.4901	35.4	9.4	17.0	22.1	28.5	455.2	8,931,038	1,552,722	841,095	1,140,159	518,790	2,275,959	396,480
MIAMI–FORT LAUDERDALE CONSOLIDATED AREA	***3,140.9***	***1.2572***	***39.0***	***8.5***	***15.4***	***20.8***	***35.1***	***1,272.2***	***24,022,983***	***4,452,575***	***2,396,353***	***2,709,542***	***1,436,101***	***6,118,617***	***1,153,672***
NAPLES	**141.1**	**.0565**	**40.5**	**7.9**	**14.0**	**18.7**	**38.8**	**59.9**	**1,316,735**	**306,318**	**134,583**	**133,181**	**132,087**	**249,513**	**46,032**
Collier	141.1	.0565	40.5	7.9	14.0	18.7	38.8	59.9	1,316,735	306,318	134,583	133,181	132,087	249,513	46,032
• Naples	21.4	.0086	57.8	4.9	8.1	15.2	59.8	10.5	624,263	135,116	61,571	94,911	52,939	92,082	23,511

A MAN AND HIS TIME MACHINE

Jim Robinson, Sun-Sentinel Production Director, is standing inside a time machine. One that's about to catapult the newspaper industry into the 21st century. On ten acres in Deerfield Beach, Florida, lies the Sun-Sentinel's new, state-of-the-art production facility. It's powered by newspaper technology's most creative advances. Like a computerized, four-color offset press. Robots that hoist rolls of newsprint at the push of a button. A mailroom with programmable insert equipment to count and control zoned circulation. All designed to produce the best quality newspaper in the history of time.

Sun-Sentinel, where the future is now.

Broward/Palm Beach
Sun-Sentinel
Florida's Money Market

FLA. (cont.)

POPULATION—12/31/89

S&MM ESTIMATES

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
SUBURBAN TOTAL	119.7	.0479	38.1	8.4	15.1	19.3	35.1	49.4	692,472	171,202	73,012	38,270	79,148	157,431	22,521
OCALA	**197.7**	**.0792**	**38.7**	**7.7**	**13.8**	**19.3**	**35.9**	**78.2**	**1,310,275**	**296,681**	**102,082**	**162,620**	**69,467**	**280,722**	**54,141**
Marion	197.7	.0792	38.7	7.7	13.8	19.3	35.9	78.2	1,310,275	296,681	102,082	162,620	69,467	280,722	54,141
• Ocala	50.4	.0202	35.5	8.8	14.0	19.2	31.4	19.5	912,259	171,395	77,639	129,320	49,931	212,302	38,545
SUBURBAN TOTAL	147.3	.0590	39.9	7.3	13.7	19.1	37.5	58.7	398,016	125,286	24,443	33,300	19,536	68,420	15,596
ORLANDO	**1,044.2**	**.4179**	**33.6**	**11.0**	**17.0**	**21.4**	**26.1**	**401.0**	**9,789,105**	**1,769,782**	**1,182,335**	**1,047,168**	**467,239**	**2,437,552**	**236,979**
Orange	660.9	.2645	32.9	12.4	17.3	20.6	25.7	256.3	6,802,416	1,151,798	837,833	673,718	319,761	1,731,875	156,068
• Orlando	168.8	.0676	32.1	15.8	17.5	17.3	27.6	67.2	2,074,229	420,353	286,030	318,423	106,142	400,728	43,806
Osceola	100.5	.0402	37.9	8.6	14.1	19.9	34.4	39.5	854,257	180,004	150,367	85,442	19,961	220,467	25,713
Seminole	282.8	.1132	33.9	8.3	17.5	23.9	24.2	105.2	2,132,432	437,980	194,135	288,008	127,517	485,210	55,198
SUBURBAN TOTAL	875.4	.3503	33.9	10.0	16.9	22.2	25.9	333.8	7,714,876	1,349,429	896,305	728,745	361,097	2,036,824	193,173
PANAMA CITY	**134.7**	**.0539**	**32.7**	**10.8**	**16.8**	**22.0**	**24.0**	**51.8**	**1,033,924**	**226,702**	**132,100**	**146,885**	**42,674**	**225,867**	**35,260**
Bay	134.7	.0539	32.7	10.8	16.8	22.0	24.0	51.8	1,033,924	226,702	132,100	146,885	42,674	225,867	35,260
• Panama City	37.4	.0150	34.2	10.2	15.9	18.7	30.1	15.5	698,301	114,075	70,791	115,110	27,147	193,267	23,049
SUBURBAN TOTAL	97.3	.0389	32.1	11.0	17.0	23.4	21.7	36.3	335,623	112,627	61,309	31,775	15,527	32,600	12,211
PENSACOLA	**359.1**	**.1437**	**31.8**	**11.7**	**17.2**	**21.9**	**22.6**	**132.8**	**2,138,064**	**397,505**	**208,891**	**292,283**	**104,734**	**530,112**	**75,925**
Escambia	286.8	.1148	31.9	12.0	17.1	21.3	23.3	106.8	1,819,667	303,051	181,614	254,239	95,835	460,646	61,473
• Pensacola	65.5	.0262	35.2	9.7	15.9	20.0	30.3	26.2	627,406	86,522	67,726	77,262	48,121	201,484	22,055
Santa Rosa	72.3	.0289	31.5	10.6	17.2	23.8	20.2	26.0	318,397	94,454	27,277	38,044	8,899	69,466	14,452
SUBURBAN TOTAL	293.6	.1175	31.1	12.2	17.3	22.3	21.0	106.6	1,510,658	310,983	141,165	215,021	56,613	328,628	53,870
SARASOTA	**266.8**	**.1068**	**51.1**	**6.4**	**11.6**	**15.8**	**51.0**	**121.5**	**2,693,586**	**510,882**	**281,394**	**322,945**	**185,736**	**663,853**	**105,720**
Sarasota	266.8	.1068	51.1	6.4	11.6	15.8	51.0	121.5	2,693,586	510,882	281,394	322,945	185,736	663,853	105,720
• Sarasota	54.4	.0218	43.9	9.4	14.1	15.8	44.2	24.9	1,279,875	229,252	156,540	179,701	94,558	237,472	55,337
SUBURBAN TOTAL	212.4	.0850	53.0	5.6	10.9	15.9	52.7	96.6	1,413,711	281,630	124,854	143,244	91,178	426,381	50,383
TALLAHASSEE	**235.7**	**.0944**	**29.2**	**16.6**	**20.3**	**19.1**	**19.1**	**88.7**	**1,601,736**	**311,988**	**163,632**	**240,659**	**90,687**	**312,243**	**46,629**
Gadsden	47.2	.0189	31.1	9.5	15.2	18.3	25.8	15.1	165,618	47,599	7,149	16,778	5,202	39,365	8,575
Leon	188.5	.0755	28.8	18.4	21.6	19.3	17.3	73.6	1,436,118	264,389	156,483	223,881	85,485	272,878	38,054
• Tallahassee	134.1	.0537	27.7	24.5	21.0	16.0	18.7	53.4	1,237,572	218,662	142,962	197,929	81,379	237,763	29,774
SUBURBAN TOTAL	101.6	.0407	31.3	6.1	19.4	23.3	19.5	35.3	364,164	93,326	20,670	42,730	9,308	74,480	16,855

NAPLES
THE FASTEST GROWING
MSA IN THE U.S.

TOTAL RETAIL SALES PER HOUSEHOLD	FOOD SALES PER HOUSEHOLD
NAPLES.........$23,398	**NAPLES.........$5,318**
Miami.....................$22,675	Gainesville.............$4,314
Orlando...................$21,448	Orlando.................$4,157
Ft. Lauderdale...........$21,248	Ocala.....................$4,093
Sarasota..................$20,377	Bradenton..............$4,070
West Palm Beach......$20,349	Fort Pierce............$4,023
Fort Walton Beach....$20,072	West Palm Beach....$4,016
Bradenton.............$18,959	Lakeland.................$3,987
Ocala......................$18,794	Sarasota..................$3,973
Panama City............$18,515	Fort Myers.............$3,887

SOURCE: 1989 Sales & Marketing Management Survey of Buying Power

Naples Daily News

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POPULATION—12/31/89

RETAIL SALES BY STORE GROUP—1989

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
TAMPA–ST. PETERSBURG–															
CLEARWATER	**2,080.8**	**.8329**	**40.9**	**8.3**	**14.2**	**18.1**	**39.6**	**887.0**	**15,835,563**	**3,429,643**	**1,612,397**	**1,723,771**	**807,757**	**3,572,779**	**603,446**
Hernando	96.7	.0387	48.4	6.0	10.3	16.5	48.4	40.6	499,461	140,910	43,826	54,187	27,208	101,277	25,505
Hillsborough	849.5	.3401	33.5	10.7	17.5	21.2	26.1	333.6	6,116,929	1,361,635	680,081	720,372	345,820	1,368,497	210,593
• Tampa	296.1	.1185	35.3	10.7	16.3	18.8	31.6	123.2	3,167,817	512,258	368,519	408,573	196,243	858,022	83,535
Pasco	273.7	.1095	54.0	5.7	10.0	14.5	53.4	120.7	1,761,027	471,730	128,819	225,108	96,964	409,805	73,840
Pinellas	860.9	.3446	47.2	7.0	12.7	16.3	47.4	392.1	7,458,146	1,455,368	759,671	724,104	337,765	1,693,200	293,508
• Clearwater	103.1	.0413	45.5	7.6	13.4	17.3	45.5	46.7	2,463,467	246,031	171,913	230,736	95,250	670,945	39,118
Largo	66.9	.0268	49.1	7.4	13.0	15.5	49.3	31.7	481,666	205,149	50,605	34,408	31,763	33,713	26,741
• St. Petersburg	243.2	.0973	44.1	7.9	13.5	16.5	44.2	109.1	1,871,021	385,053	167,039	237,709	64,203	504,674	82,832
SUBURBAN TOTAL	1,438.4	.5758	41.3	7.9	13.9	18.4	40.0	608.0	8,333,258	2,286,301	904,926	846,753	452,061	1,539,138	397,961
WEST PALM BEACH–BOCA															
RATON–DELRAY BEACH	**870.8**	**.3486**	**42.1**	**7.7**	**14.2**	**17.9**	**41.4**	**373.4**	**7,700,939**	**1,514,744**	**808,213**	**804,302**	**500,392**	**1,844,929**	**313,567**
Palm Beach	870.8	.3486	42.1	7.7	14.2	17.9	41.4	373.4	7,700,939	1,514,744	808,213	804,302	500,392	1,844,929	313,567
• Boca Raton	64.9	.0260	43.6	8.5	12.5	20.6	42.2	28.0	861,549	235,733	137,958	31,698	96,703	18,811	49,765
• Delray Beach	50.3	.0201	49.8	6.9	12.1	14.7	49.8	22.9	899,239	111,051	57,273	26,277	31,053	500,871	26,318
• West Palm Beach	75.7	.0303	39.1	9.6	16.0	17.6	37.6	33.5	1,374,565	99,321	112,343	257,055	100,913	565,142	29,532
SUBURBAN TOTAL	679.9	.2722	41.8	7.5	14.4	17.7	41.1	289.0	4,565,586	1,068,639	500,639	489,272	271,723	760,105	207,952
OTHER COUNTIES															
Baker	19.8	.0080	30.5	10.3	16.6	22.3	20.2	5.8	43,951	19,666	3,084	2,055	1,453	4,683	1,655
Calhoun	11.3	.0045	38.3	7.3	12.6	19.0	35.6	3.5	38,609	10,221	2,496	2,388	923	8,339	2,315
Charlotte	100.0	.0401	57.7	4.9	8.6	13.3	59.5	45.5	543,411	139,584	52,031	55,703	37,382	96,218	23,553
Citrus	96.1	.0384	53.1	5.3	9.6	15.4	32.9	42.0	513,648	133,915	37,030	37,732	15,724	122,184	29,213
Columbia	43.2	.0173	32.5	9.7	15.9	21.5	24.4	15.7	296,522	62,200	28,391	41,861	11,116	67,709	7,418
De Soto	23.5	.0094	36.2	9.6	14.2	19.4	32.2	8.4	106,465	31,861	6,350	11,209	1,147	23,793	6,900
Dixie	10.4	.0041	35.2	8.2	15.3	21.6	28.6	3.8	36,991	15,085	2,498	1,764	1,138	5,575	1,248
Flagler	23.8	.0096	43.3	7.0	12.6	16.3	43.5	10.6	129,830	39,005	10,807	618	1,924	43,653	4,957
Franklin	8.6	.0034	35.7	8.2	13.1	20.6	30.5	3.1	33,267	16,689	2,514	1,243	518	4,892	1,255

THE TARGET YOU MUST MARKET

Not only is Palm Beach County, Florida, the nation's fastest-growing metro area, its 900,000 residents have the nation's tenth-highest per capita annual incomes.

For information in detail on this affluent market, call The Palm Beach Post's research department at (800) 926-7678.

The Palm Beach Post
FINAL EDITION

Sources: U.S. Department of Commerce.

FLA. (cont.)

POPULATION—12/31/89

S&MM ESTIMATES

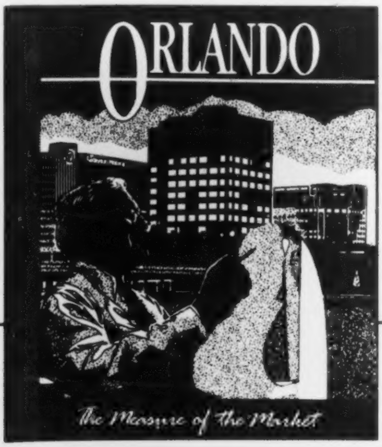
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
Gilchrist	7.6	.0030	32.6	13.2	12.1	21.6	25.5	2.6
Glades	7.5	.0030	38.2	7.3	12.6	19.5	34.8	2.8
Gulf	12.5	.0050	34.2	9.9	13.6	21.4	27.5	4.5
Hamilton	9.9	.0040	33.7	8.1	14.6	16.7	31.4	3.2
Hardee	22.1	.0089	31.9	8.9	15.3	18.9	26.3	7.5
Hendry	25.7	.0102	31.0	8.9	15.7	21.5	22.2	8.7
Highlands	68.7	.0275	46.0	7.0	11.1	16.1	46.2	29.5
Holmes	17.8	.0071	37.5	7.9	12.9	21.5	32.5	6.4
Indian River	90.5	.0362	41.7	7.9	13.1	18.1	40.5	37.9
Jackson	43.4	.0174	33.6	11.1	14.4	19.3	28.8	15.0
Jefferson	12.1	.0048	32.2	8.7	15.5	17.7	27.9	4.2
Lafayette	5.0	.0020	33.9	8.8	15.3	19.7	28.5	1.6
Lake	149.9	.0600	44.6	6.6	11.5	17.4	44.5	63.6
Levy	26.1	.0104	37.8	7.7	13.8	19.6	34.3	9.9
Liberty	4.8	.0019	35.2	9.2	14.0	20.9	29.4	1.7
Madison	16.0	.0064	34.9	8.5	12.9	17.7	32.2	5.3
Monroe	78.6	.0314	38.0	9.6	18.3	20.6	33.8	35.8
Okeechobee	30.3	.0121	33.8	8.6	14.4	20.5	27.7	11.4
Putnam	63.0	.0252	37.1	8.1	13.5	18.8	34.0	24.3
Sumter	32.1	.0129	37.8	10.3	12.3	18.8	34.9	12.1
Suwannee	27.4	.0109	34.9	8.0	14.1	20.1	29.8	10.0
Taylor	19.2	.0077	33.5	9.1	15.5	19.7	27.9	7.1
Union	11.4	.0046	31.2	13.4	30.9	23.2	15.1	2.3
Wakulla	14.9	.0059	32.4	8.0	17.4	20.6	24.9	5.2
Walton	28.9	.0116	38.6	8.0	13.1	20.2	34.7	11.6
Washington	16.6	.0066	37.3	7.5	12.9	20.7	32.8	6.4
TOTAL METRO COUNTIES	**11,719.4**	**4.6910**	**37.7**	**9.3**	**15.4**	**19.8**	**34.0**	**4,760.7**
TOTAL STATE	**12,898.1**	**5.1625**	**37.9**	**9.2**	**15.2**	**19.6**	**34.5**	**5,229.7**

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
Gilchrist	23,573	10,357	1,491	367	363	339	553
Glades	10,095	7,452	651	613	56	419	7
Gulf	38,663	14,207	4,734	2,852	1,559	4,206	1,425
Hamilton	50,034	11,328	2,479	1,399	1,186	9,876	2,115
Hardee	100,922	37,525	3,568	9,713	1,794	22,276	3,096
Hendry	123,359	40,763	10,383	10,974	2,531	26,071	2,823
Highlands	475,621	105,771	27,753	51,260	26,558	156,131	18,904
Holmes	45,314	10,571	6,758	1,472	1,616	11,617	2,747
Indian River	669,738	165,842	63,083	64,895	36,335	136,119	30,684
Jackson	231,598	49,964	10,703	12,906	7,041	66,044	9,345
Jefferson	40,767	12,450	1,934	941	2,173	2,454	1,430
Lafayette	7,073	3,660	192	15	233	270	237
Lake	985,919	226,839	74,744	113,583	31,985	283,489	37,720
Levy	120,136	40,767	9,596	3,864	1,686	21,993	5,714
Liberty	11,344	5,305	505	30	109	845	369
Madison	56,128	13,979	2,276	2,018	2,306	6,032	6,307
Monroe	726,202	180,409	138,744	66,636	26,285	83,750	33,216
Okeechobee	173,133	52,589	21,602	25,134	6,138	20,070	7,351
Putnam	291,746	88,881	18,523	35,229	9,209	54,926	12,319
Sumter	136,560	34,940	14,047	10,017	2,877	14,422	3,293
Suwannee	114,902	37,210	8,112	7,428	1,987	26,291	10,736
Taylor	112,274	30,210	10,164	7,446	4,828	29,209	3,946
Union	17,216	7,542	207	17	471	1,749	1,199
Wakulla	42,655	18,845	4,444	2,428	2,381	5,529	274
Walton	97,866	35,810	8,846	2,677	2,977	14,122	4,180
Washington	45,537	19,191	5,301	1,910	1,270	2,145	3,367
TOTAL METRO COUNTIES	**91,108,824**	**18,072,786**	**9,414,000**	**10,432,737**	**5,049,284**	**21,969,842**	**3,591,781**
TOTAL STATE	**97,599,893**	**19,803,419**	**10,010,041**	**11,023,134**	**5,296,563**	**23,347,282**	**3,873,652**

Success Can Be Measured In A Number Of Ways. We've Narrowed It Down To 56 Pages.

Strategic business planning requires finding the right numbers. When it comes to business success in Orlando, those numbers shape up like this: number one in major market population growth; second fastest growing retail market in the nation; second fastest growing market in the nation for new jobs and business start-ups; seventh in the country for new home starts.


ORLANDO
The Measure of the Market

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Because when you target advertising opportunities in Orlando, no other medium quite measures up.

The Orlando Sentinel

FLA. (cont.)

EFFECTIVE BUYING INCOME—1989

% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
BRADENTON	**2,580,694**	**23,186**	**26.2**	**28.3**	**14.2**	**14.5**	**.0787**
Manatee	2,580,694	23,186	26.2	28.3	14.2	14.5	.0787
• Bradenton	518,263	22,159	25.0	26.8	14.5	13.2	.0212
SUBURBAN TOTAL	2,062,431	23,421	26.5	28.6	14.2	14.9	.0575
DAYTONA BEACH	**4,603,995**	**21,927**	**27.0**	**26.6**	**13.6**	**14.1**	**.1452**
Volusia	4,603,995	21,927	27.0	26.6	13.6	14.1	.1452
• Daytona Beach	743,829	18,328	27.8	24.1	11.0	10.6	.0341
SUBURBAN TOTAL	3,860,166	22,833	26.8	27.2	14.2	14.9	.1111
FORT LAUDERDALE–HOLLYWOOD–POMPANO BEACH	**20,329,599**	**28,083**	**21.4**	**26.1**	**16.6**	**22.6**	**.5937**
Broward	20,329,599	28,083	21.4	26.1	16.6	22.6	.5937
• Fort Lauderdale	2,761,517	25,384	22.8	25.3	14.0	21.3	.0974
• Hollywood	2,090,298	26,280	22.5	24.3	15.3	21.8	.0638
Plantation	1,206,293	42,166	13.6	20.7	18.0	41.3	.0374
• Pompano Beach	1,365,757	28,376	20.6	26.6	15.8	23.7	.0427
SUBURBAN TOTAL	14,112,027	28,848	21.0	26.4	17.4	22.9	.3898
FORT MYERS–CAPE CORAL	**4,641,612**	**24,842**	**24.7**	**28.1**	**15.9**	**17.0**	**.1490**
Lee	4,641,612	24,842	24.7	28.1	15.9	17.0	.1490
• Cape Coral	972,044	29,083	21.1	29.0	19.3	21.1	.0253
• Fort Myers	556,186	20,030	27.4	24.9	13.3	11.9	.0378
SUBURBAN TOTAL	3,113,382	24,713	25.2	28.6	15.4	16.9	.0859
FORT PIERCE	**2,987,430**	**22,709**	**24.9**	**27.7**	**13.8**	**14.5**	**.0990**
Martin	1,341,628	23,955	24.3	27.3	14.6	16.5	.0445
St. Lucie	1,645,802	21,817	25.4	28.0	13.2	13.0	.0545
• Fort Pierce	409,786	16,868	26.5	24.0	9.5	9.4	.0219
SUBURBAN TOTAL	2,577,644	23,917	24.6	28.5	14.7	15.5	.0771

EFFECTIVE BUYING INCOME—1989

% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
FORT WALTON BEACH	**1,897,565**	**24,729**	**25.7**	**27.1**	**16.5**	**16.5**	**.0602**
Okaloosa	1,897,565	24,729	25.7	27.1	16.5	16.5	.0602
• Fort Walton Beach	321,494	27,898	22.3	25.9	18.7	20.2	.0134
SUBURBAN TOTAL	1,576,071	24,269	26.3	27.2	16.1	15.9	.0468
GAINESVILLE	**2,391,487**	**20,693**	**24.0**	**22.8**	**14.0**	**14.5**	**.0775**
Alachua	2,195,834	21,062	23.8	22.5	14.2	15.2	.0709
• Gainesville	1,033,981	21,296	24.2	22.2	14.4	15.6	.0382
Bradford	195,653	17,935	26.0	25.4	11.4	8.5	.0066
SUBURBAN TOTAL	1,357,506	20,310	23.9	23.2	13.6	13.8	.0393
JACKSONVILLE	**12,001,320**	**25,685**	**21.3**	**25.6**	**16.4**	**18.8**	**.3781**
Clay	1,319,385	30,766	18.5	24.9	20.3	23.2	.0417
Duval	9,069,715	25,345	21.3	25.6	16.0	18.7	.2869
• Jacksonville	8,475,945	25,220	21.4	25.5	16.0	18.5	.2702
Nassau	470,845	23,924	21.6	29.4	16.3	11.9	.0153
St. Johns	1,141,375	24,661	23.4	25.7	15.2	18.9	.0342
SUBURBAN TOTAL	3,525,375	26,893	20.9	26.2	17.3	19.7	.1079
LAKELAND–WINTER HAVEN	**4,542,665**	**21,925**	**25.7**	**27.9**	**14.3**	**11.9**	**.1449**
Polk	4,542,665	21,925	25.7	27.9	14.3	11.9	.1449
• Lakeland	946,342	20,534	26.0	26.2	13.1	11.8	.0375
• Winter Haven	315,101	19,723	27.4	24.5	12.4	12.4	.0149
SUBURBAN TOTAL	3,281,222	22,528	25.4	28.9	14.8	11.9	.0925
MELBOURNE–TITUSVILLE–PALM BAY	**5,298,972**	**25,181**	**24.0**	**27.3**	**16.9**	**16.4**	**.1621**
Brevard	5,298,972	25,181	24.0	27.3	16.9	16.4	.1621
• Melbourne	737,509	22,026	26.9	28.1	16.2	10.2	.0306
• Palm Bay	741,788	25,707	23.1	35.0	16.7	13.1	.0198
• Titusville	566,230	24,719	22.5	25.9	16.3	16.8	.0182
SUBURBAN TOTAL	3,253,445	26,118	23.6	25.7	17.2	18.8	.0935

Daytona Beach
Orlando

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THE DAYTONA BEACH
NEWS-JOURNAL

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% Household Coverage	News-Journal	Sentinel
Daily	56%	13%
Sunday	65%	17%

THE DAYTONA BEACH NEWS-JOURNAL
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Forida 32117 (904) 252-1511

Represented Nationally by SAWYER-FERGUSON-WALKER

Source: Circulation '89-'90 ABC Reports '89

¡Mejor Que Nunca!
(Better than ever!)

Sources: Verified Audit Circulation, 3/31/90; MHPC circulation reports, 11/87

El Nuevo Herald's audited circulation is the largest of any Spanish language daily in the continental U.S. Our daily circulation is up to 102,289. And Sunday's is 118,799. That represents a 44% growth rate since November, 1987.

It's better than ever for readers. And advertisers.

THE MIAMI HERALD • EL NUEVO HERALD
The Combination That Sells South Florida.

To advertise, call: 305/376-2820

FLA. (cont.)

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
MIAMI-HIALEAH	**24,874,562**	**24,701**	**21.2**	**24.1**	**14.9**	**19.6**	**.7637**
Dade	24,874,562	24,701	21.2	24.1	14.9	19.6	.7637
Coral Gables	884,783	34,266	16.8	20.3	13.3	35.9	.0264
• Hialeah	1,870,176	25,641	21.3	28.2	17.3	16.1	.0612
• Miami	4,106,803	18,083	25.0	22.9	10.8	11.8	.1480
• Miami Beach	1,491,966	13,986	27.6	16.0	7.4	12.3	.0362
North Miami	696,367	25,102	23.7	27.3	16.2	16.9	.0213
SUBURBAN TOTAL	17,405,617	28,943	19.1	25.0	16.8	23.7	.5183
MIAMI-FORT LAUDERDALE CONSOLIDATED AREA	***45,204,161***	***26,185***	***21.3***	***25.0***	***15.6***	***20.9***	***1.3574***
NAPLES	**1,999,273**	**22,770**	**24.8**	**26.6**	**12.4**	**16.8**	**.0646**
Collier	1,999,273	22,770	24.8	26.6	12.4	16.8	.0646
• Naples	501,050	30,801	20.2	22.7	14.3	30.3	.0202
SUBURBAN TOTAL	1,498,223	21,483	25.9	27.3	12.0	13.9	.0444
OCALA	**2,004,298**	**18,604**	**30.0**	**26.5**	**10.5**	**9.3**	**.0692**
Marion	2,004,298	18,604	30.0	26.5	10.5	9.3	.0692
• Ocala	529,074	18,588	27.8	24.2	10.8	11.6	.0280
SUBURBAN TOTAL	1,475,224	18,609	30.7	27.2	10.4	8.6	.0412
ORLANDO	**13,954,940**	**26,476**	**22.2**	**26.6**	**16.8**	**19.4**	**.4663**
Orange	8,990,805	26,348	22.2	26.9	16.5	19.3	.3081
• Orlando	2,234,064	22,884	24.5	25.7	14.1	15.8	.0836
Osceola	1,010,695	19,504	29.9	27.7	12.3	8.8	.0383
Seminole	3,953,440	30,426	19.2	25.4	19.3	23.6	.1199
SUBURBAN TOTAL	11,720,876	27,254	21.6	26.9	17.3	20.1	.3827
PANAMA CITY	**1,282,136**	**18,640**	**29.3**	**26.0**	**11.9**	**8.4**	**.0483**
Bay	1,282,136	18,640	29.3	26.0	11.9	8.4	.0483
• Panama City	351,463	16,273	28.4	23.3	10.5	7.4	.0205
SUBURBAN TOTAL	930,673	19,477	29.5	27.2	12.5	8.9	.0278

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
PENSACOLA	**4,223,094**	**24,448**	**22.3**	**26.0**	**16.7**	**16.1**	**.1303**
Escambia	3,402,495	24,399	22.4	25.9	16.7	16.1	.1065
• Pensacola	842,566	23,865	21.2	23.8	15.7	17.6	.0290
Santa Rosa	820,599	24,645	21.8	26.3	16.6	16.2	.0238
SUBURBAN TOTAL	3,380,528	24,578	22.5	26.5	16.9	15.8	.1013
SARASOTA	**3,963,096**	**24,246**	**25.4**	**28.0**	**14.8**	**16.6**	**.1286**
Sarasota	3,963,096	24,246	25.4	28.0	14.8	16.6	.1286
• Sarasota	758,429	20,871	27.3	25.6	12.6	13.7	.0382
SUBURBAN TOTAL	3,204,667	25,051	24.9	28.8	15.3	17.3	.0904
TALLAHASSEE	**2,800,265**	**22,683**	**22.7**	**23.6**	**14.3**	**17.2**	**.0891**
Gadsden	342,902	16,647	25.5	25.1	9.2	8.0	.0117
Leon	2,457,363	24,127	22.1	23.3	15.3	19.1	.0774
• Tallahassee	1,667,255	20,909	23.9	22.1	12.5	17.1	.0577
SUBURBAN TOTAL	1,133,010	24,913	21.0	25.9	16.9	17.3	.0314
TAMPA-ST. PETERSBURG-CLEARWATER	**28,029,245**	**23,541**	**25.5**	**26.7**	**14.9**	**15.9**	**.8686**
Hernando	1,052,423	20,370	31.2	29.5	12.8	8.7	.0324
Hillsborough	11,052,112	25,371	21.9	25.7	16.4	18.1	.3426
• Tampa	3,667,787	21,102	24.7	24.2	13.8	14.2	.1347
Pasco	3,145,775	19,889	32.2	29.1	11.4	9.2	.1004
Pinellas	12,778,935	23,896	25.8	26.7	14.8	16.8	.3932
• Clearwater	1,643,793	25,733	25.2	26.1	15.7	19.9	.0762
Largo	1,001,276	24,761	26.0	30.7	15.9	15.4	.0290
• St. Petersburg	3,255,653	20,861	22.2	24.7	13.2	14.2	.1016
SUBURBAN TOTAL	19,462,012	24,228	25.3	27.7	15.3	16.3	.5561
WEST PALM BEACH-BOCA RATON-DELRAY BEACH	**15,058,492**	**29,584**	**19.7**	**24.8**	**17.0**	**25.0**	**.4329**
Palm Beach	15,058,492	29,554	19.7	24.8	17.0	25.0	.4329

In Tampa Bay, our sand and sun aren't the only attractions.

More and more people are discovering another of Tampa Bay's biggest appeals -- its newspaper, The Tampa Tribune. Of the major newspapers in Tampa Bay and in Florida, the Tribune had the fastest growing circulation during 1989-1990.

That's worth noting when you consider no other medium reaches more consumers in the prime buying ages, professional occupations or upper income groups within the Tampa - St. Petersburg ADI. As Florida's largest metro market in population, households and effective buying income, the Tampa Bay area definitely has the characteristics advertisers find attractive. Over $100 million in food, merchandise and entertainment revenues are expected for Tampa when it hosts Super Bowl XXV in 1991.

That's why in Tampa Bay, The Tampa Tribune continues to be a favorite of media buyers everywhere. Find out more by calling Joe Gess, General Advertising Manager, at (813) 272-7447.

The Tampa Tribune
Tampa Bay's Newspaper

Sources: ABC Fas Fax 3 month period ending 3/31/90 vs 3/31/89;
1989 Scarborough Study; S & M M Survey of Buying Power, July 1990.

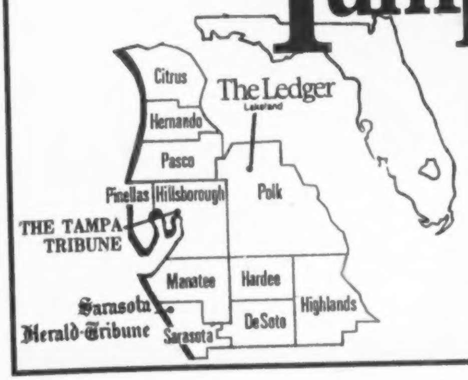
FLA. (cont.)

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
• Boca Raton	1,485,680	38,796	14.2	22.1	17.6	37.9	.0428
• Delray Beach	915,977	28,989	19.8	26.2	16.6	24.4	.0336
• West Palm Beach	1,125,165	23,816	23.5	23.9	14.9	17.9	.0471
SUBURBAN TOTAL	11,531,670	29,492	19.8	25.0	17.2	24.7	.3094
OTHER COUNTIES							
Baker	161,314	22,177	25.7	31.1	15.3	8.7	.0049
Calhoun	74,278	15,623	27.9	21.1	10.7	6.9	.0028
Charlotte	1,288,368	20,872	30.1	27.8	12.5	11.9	.0371
Citrus	1,029,816	18,043	33.2	25.9	10.2	8.6	.0322
Columbia	426,118	20,645	24.2	26.3	14.7	10.3	.0152
De Soto	219,272	18,774	29.0	26.3	11.3	9.2	.0071
Dixie	88,584	15,669	31.1	20.5	9.0	8.4	.0028
Flagler	270,089	20,209	27.9	30.3	10.6	9.6	.0083
Franklin	70,866	15,935	29.5	22.6	10.3	7.4	.0024
Gilchrist	60,790	17,233	28.8	25.0	12.2	6.9	.0019
Glades	63,444	17,571	32.2	23.9	12.5	6.3	.0018
Gulf	115,420	20,853	22.6	25.1	15.9	10.3	.0034
Hamilton	80,077	19,013	23.1	24.1	13.6	10.0	.0029
Hardee	160,909	15,370	30.6	22.0	9.2	6.3	.0060
Hendry	249,159	22,121	23.2	28.1	13.5	12.5	.0081
Highlands	773,194	18,706	29.9	26.8	9.4	10.5	.0255

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Holmes	147,600	16,600	27.1	24.6	10.1	7.1	.0045
Indian River	1,279,621	23,523	25.3	26.0	15.2	16.2	.0384
Jackson	360,959	17,224	26.8	24.1	10.8	8.3	.0130
Jefferson	99,577	15,690	27.8	19.7	10.4	10.2	.0031
Lafayette	38,752	18,292	26.9	25.0	12.0	8.1	.0011
Lake	1,783,148	20,395	29.7	26.8	12.1	12.1	.0564
Levy	237,326	17,684	29.5	25.9	9.6	7.8	.0078
Liberty	45,315	19,250	27.5	21.8	15.5	10.9	.0013
Madison	123,268	17,842	24.1	25.0	9.6	9.8	.0042
Monroe	1,164,914	22,908	25.8	27.1	12.6	16.9	.0348
Okeechobee	276,196	17,551	30.7	25.4	9.8	8.2	.0097
Putnam	650,194	19,316	26.2	24.5	12.6	11.4	.0200
Sumter	284,340	16,884	29.4	25.7	9.3	7.4	.0093
Suwannee	257,302	19,079	27.0	24.4	12.5	10.8	.0081
Taylor	201,605	20,404	22.7	20.4	14.9	15.2	.0065
Union	72,742	20,413	23.1	32.4	11.6	6.8	.0023
Wakulla	135,114	20,292	26.6	26.1	14.3	10.2	.0040
Walton	270,642	17,131	27.2	23.7	10.2	9.3	.0082
Washington	150,169	17,854	26.5	24.8	11.7	8.1	.0043
TOTAL METRO COUNTIES	**159,464,740**	**24,779**	**23.3**	**26.0**	**15.4**	**18.1**	**4.9800**
TOTAL STATE	**172,175,222**	**24,276**	**23.6**	**26.1**	**15.1**	**17.5**	**5.2814**



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The Tampa Bay Best Buy

With over two million consumers, The Tampa Bay area is ranked first in population, households, food store sales and effective buying income in the state of Florida. The Tampa Bay Best Buy reaches over one million readers in the Tampa/St. Petersburg ADI including:

- 65% daily and 64% Sunday of adults in professional/managerial positions.
- 61% daily and 64% Sunday of households with incomes of $50,000+.
- 63% daily and 67% Sunday of adult readers 25-49 years of age at the lowest cost per thousand.

To reach Tampa Bay's vital growing market call any Sawyer Ferguson Walker office or Publishers Representatives of Florida.

Sources: Sales & Marketing Management 1990; Survey of Buying Power; 1989 Scarborough Study

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Georgia

POPULATION—12/31/89

S&MM ESTIMATES

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
ALBANY	118.3	.0473	29.1	11.4	18.5	20.0	19.0	40.4	761,263	156,213	66,969	134,910	40,675	160,388	19,319
Dougherty	102.0	.0408	29.0	11.6	18.3	19.8	19.3	35.0	750,648	151,158	66,592	134,863	40,390	159,690	19,237
• Albany	84.4	.0338	29.1	11.5	18.1	18.3	21.0	29.5	736,370	147,551	64,664	134,720	39,177	159,668	18,339
Lee	16.3	.0065	29.3	10.4	19.9	21.2	17.5	5.4	10,615	5,055	377	47	285	698	82
SUBURBAN TOTAL	33.9	.0135	29.0	11.3	19.2	24.4	14.1	10.9	24,893	8,662	2,305	190	1,498	720	980
ATHENS	151.3	.0604	29.6	17.7	18.6	19.3	20.7	56.1	914,035	169,403	96,235	131,085	43,260	155,599	36,974
Clarke	82.4	.0329	27.4	24.7	19.4	16.7	18.7	31.6	701,615	117,167	79,743	125,484	30,880	120,100	27,881
• Athens	44.1	.0177	26.2	31.6	17.5	12.6	22.0	16.7	446,765	80,345	59,283	73,314	23,864	43,103	24,326
Jackson	30.4	.0121	33.4	9.2	16.3	22.1	25.3	10.9	144,000	40,076	12,112	5,382	4,091	30,122	7,546
Madison	21.8	.0087	32.4	8.9	17.7	22.2	23.2	7.7	29,263	10,281	1,264	164	1,147	2,763	392
Oconee	16.7	.0067	31.4	9.6	20.2	23.1	19.5	5.9	39,157	1,879	3,116	55	7,142	2,614	1,155
SUBURBAN TOTAL	107.2	.0427	31.0	11.9	19.1	22.1	20.2	39.4	467,270	89,058	36,952	57,771	19,396	112,496	12,648
ATLANTA	2,816.6	1.1272	31.5	10.0	20.3	23.6	19.4	1,058.3	23,109,814	3,926,620	2,613,392	3,102,719	1,232,535	5,368,167	727,297
Barrow	28.5	.0114	33.0	9.0	16.2	21.2	25.5	10.2	165,828	41,053	12,136	15,608	5,520	40,465	7,680
Butts	16.5	.0066	31.5	12.3	17.8	19.9	23.9	5.0	112,148	37,616	5,966	1,809	2,195	10,258	5,487
Cherokee	89.2	.0357	30.8	8.6	20.9	22.6	18.6	30.5	323,691	61,072	30,284	45,774	10,304	73,076	12,724
Clayton	183.8	.0736	29.7	10.6	21.2	24.5	14.2	66.2	1,824,315	262,784	139,713	334,251	98,905	517,058	59,727
Cobb	443.4	.1775	31.5	9.8	22.1	25.7	16.5	171.9	4,363,651	671,741	433,730	708,151	270,646	943,979	139,794
• Marietta	49.8	.0199	31.5	14.0	23.4	18.8	23.0	22.4	1,161,196	172,528	100,684	101,737	78,408	377,212	34,732
Coweta	52.5	.0210	33.1	8.5	16.3	22.1	24.8	18.8	281,115	65,769	20,439	31,575	8,031	81,086	12,189
De Kalb	554.4	.2219	31.8	11.1	20.6	23.7	19.7	213.8	4,838,663	691,556	493,258	697,585	245,882	1,209,758	146,186
Douglas	76.9	.0308	30.3	8.3	20.1	24.0	16.5	25.3	537,895	97,996	47,131	39,335	10,945	197,383	16,409
Fayette	57.1	.0228	32.7	6.4	18.5	29.0	16.8	19.5	276,002	98,571	24,846	29,038	9,593	27,301	12,850
Forsyth	44.3	.0177	32.1	8.9	18.1	23.6	21.1	16.0	205,482	46,810	19,102	31,903	9,425	44,699	9,669
Fulton	652.0	.2609	32.2	11.3	20.0	20.9	23.5	264.7	5,573,113	878,897	945,323	608,645	263,391	1,133,543	145,748
• Atlanta	448.2	.1794	31.8	12.3	19.7	19.3	24.5	182.2	3,192,381	479,838	543,704	455,894	164,059	490,962	79,018
Gwinnett	329.3	.1318	30.6	8.3	23.1	25.6	14.1	117.4	3,024,250	612,118	305,090	405,709	248,079	602,669	92,893
Henry	55.4	.0221	32.4	8.7	17.8	23.1	22.3	19.1	210,517	53,032	26,058	17,399	3,460	44,527	11,583
Newton	45.4	.0182	32.1	9.4	15.9	21.9	23.4	15.4	213,062	53,317	18,998	31,847	7,593	49,098	7,121
Paulding	38.1	.0152	31.4	8.9	18.2	22.4	21.0	13.5	195,317	46,736	11,222	17,659	2,966	80,786	7,203
Rockdale	55.9	.0224	32.0	8.0	17.8	26.0	18.6	18.8	480,708	88,626	40,909	31,919	16,722	192,709	18,600
Spalding	55.9	.0224	32.8	8.9	16.2	21.7	24.7	19.5	349,084	82,403	26,332	45,898	13,417	84,842	13,879
Walton	38.0	.0152	32.4	8.7	15.8	21.8	24.0	12.7	134,973	36,523	12,855	8,614	5,461	34,930	7,555
SUBURBAN TOTAL	2,318.6	.9279	31.5	9.4	20.6	24.5	18.2	853.7	18,756,237	3,274,254	1,969,004	2,545,088	990,068	4,499,993	613,547
AUGUSTA	406.1	.1626	31.0	11.6	18.2	21.1	21.6	146.3	2,602,347	501,804	243,723	400,179	126,360	579,073	105,007
Columbia	65.6	.0263	30.2	9.3	20.3	24.4	15.8	22.8	319,039	85,840	25,279	25,114	19,441	71,811	7,719
McDuffie	21.0	.0084	32.1	9.4	16.5	21.0	24.2	7.6	127,482	30,030	13,929	9,023	6,279	26,377	6,840
Richmond	195.5	.0782	30.2	14.0	18.7	19.6	21.4	68.4	1,499,069	217,451	147,503	278,714	78,103	341,845	67,372
• Augusta	44.7	.0179	36.7	10.9	15.2	15.6	36.2	19.3	532,749	98,355	52,209	74,438	21,747	149,716	23,970
Aiken, S. C.	*124.0*	*.0497*	*32.7*	*9.5*	*16.6*	*21.6*	*24.6*	*47.5*	*656,757*	*168,483*	*57,012*	*87,328*	*22,537*	*139,040*	*23,076*
SUBURBAN TOTAL	361.4	.1447	30.5	11.7	18.5	21.8	19.8	127.0	2,069,598	403,449	191,514	325,741	104,613	429,357	81,037
COLUMBUS	256.1	.1026	30.2	13.6	17.9	19.4	21.9	90.5	1,528,417	275,910	144,606	200,238	73,466	409,302	54,172
Chattahoochee	21.3	.0086	22.9	33.4	25.1	12.4	2.5	3.7	3,110	1,158	61	6	22	57	2
Muscogee	184.1	.0737	31.1	12.3	17.6	20.0	23.1	67.8	1,381,051	226,013	126,662	185,930	70,232	390,495	43,851
• Columbus	183.2	.0733	31.0	12.3	17.7	20.0	23.0	67.2	1,381,051	226,013	126,662	185,930	70,232	390,495	43,851
Russell, Ala.	*50.7*	*.0203*	*32.6*	*10.0*	*15.8*	*20.4*	*25.8*	*19.0*	*144,256*	*48,739*	*17,883*	*14,302*	*3,212*	*18,750*	*10,319*
SUBURBAN TOTAL	72.9	.0293	28.0	16.8	18.5	18.0	19.1	23.3	147,366	49,897	17,944	14,308	3,234	18,807	10,321
MACON-WARNER ROBINS	294.6	.1180	31.6	10.8	17.3	21.8	22.4	106.3	1,947,092	324,620	180,805	291,292	86,733	529,131	68,618
Bibb	159.0	.0637	32.6	10.4	17.3	20.0	25.8	58.6	1,255,882	189,424	122,015	217,218	66,303	298,878	47,868
• Macon	120.3	.0482	32.7	11.0	16.8	18.5	27.6	45.7	1,187,574	181,749	113,531	209,045	62,535	282,183	47,368
Houston	92.5	.0370	30.4	11.1	17.8	24.5	17.3	32.8	541,703	104,877	47,577	70,005	18,024	169,189	14,548
• Warner Robins	51.5	.0206	30.6	11.2	17.7	24.6	17.5	19.1	418,806	82,034	32,938	60,662	15,787	132,211	9,381
Jones	20.7	.0083	31.7	9.0	17.9	23.0	21.2	7.0	27,187	8,955	2,119	256	368	10,351	620
Peach	22.4	.0090	29.8	13.9	15.8	20.7	21.1	7.9	122,320	21,364	9,094	3,813	2,038	50,713	5,582
SUBURBAN TOTAL	122.8	.0492	31.0	10.5	17.7	23.5	19.5	41.5	340,712	60,837	34,336	21,585	8,411	114,737	11,869
SAVANNAH	251.2	.1005	31.6	11.2	17.5	19.6	24.4	92.3	1,703,857	331,668	177,448	240,006	100,734	371,817	67,745
Chatham	226.2	.0905	31.7	11.4	17.6	19.4	24.7	83.6	1,614,896	298,938	174,555	226,380	98,108	342,926	67,067
• Savannah	153.3	.0614	31.7	11.7	17.1	18.3	26.1	57.6	1,290,372	227,176	132,340	218,292	84,383	269,194	52,183
Effingham	25.0	.0100	31.1	8.9	16.6	22.6	21.0	8.7	88,961	32,730	2,893	13,626	2,626	28,891	678
SUBURBAN TOTAL	97.9	.0391	31.4	10.3	18.2	21.7	21.7	34.7	413,485	104,492	45,108	21,714	16,351	102,623	15,562
OTHER COUNTIES															
Appling	17.4	.0070	31.0	9.3	15.8	20.2	23.4	5.7	71,140	17,534	6,268	1,874	3,948	20,301	4,095
Atkinson	6.6	.0027	31.7	9.0	14.8	20.5	24.7	2.0	15,035	7,708	535	120	401	882	2,021
Bacon	9.8	.0039	31.8	8.4	15.6	19.8	25.2	3.6	52,343	12,811	2,927	956	275	19,948	5,075
Baker	3.5	.0014	31.7	9.8	14.4	18.3	26.9	1.2	2,818	1,216	35	76	261	458	3
Baldwin	38.9	.0155	31.9	13.6	16.7	20.0	24.7	12.1	215,506	49,488	17,057	29,933	11,300	37,785	9,473
Banks	10.9	.0044	33.5	9.1	16.6	21.9	25.6	3.9	29,496	3,133	4,182	262	585	1,005	1,772
Bartow	53.8	.0215	32.6	8.8	16.5	22.4	23.7	19.0	310,008	60,353	30,732	31,304	11,526	70,605	9,928
Ben Hill	17.9	.0072	33.5	8.5	15.8	18.6	29.0	6.7	80,782	28,140	5,663	8,836	4,217	10,510	4,153
Berrien	14.5	.0058	33.4	9.1	15.5	21.3	26.2	5.3	63,515	24,052	2,446	328	2,121	20,731	3,106
Bleckley	10.9	.0043	33.3	12.4	14.0	21.4	26.3	3.8	39,616	13,380	3,208	571	2,378	6,528	3,626
Brantley	11.3	.0045	30.8	8.6	17.2	21.8	20.9	4.0	13,513	5,531	1,049	34	1,230	671	472
Brooks	15.3	.0062	33.2	8.6	13.3	17.7	29.8	5.3	41,004	14,957	1,478	920	1,892	11,959	2,207

METRO & COUNTY TOTALS

GA. (cont.)

POPULATION—12/31/89

S&MM ESTIMATES

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
Bryan	16.9	.0067	29.8	9.2	18.0	20.9	19.7	5.4	61,032	23,600	4,538	166	421	999	2,631
Bulloch	39.1	.0157	28.1	20.5	15.3	17.9	21.5	13.0	218,460	45,564	20,387	41,924	13,101	43,832	7,948
Burke	21.7	.0087	30.3	9.7	15.1	17.3	25.6	7.1	67,229	22,584	5,125	1,673	3,167	16,488	4,185
Calhoun	5.5	.0022	33.1	9.6	13.2	17.0	30.4	1.5	14,193	7,504	267	130	725	2,831	949
Camden	23.8	.0095	29.1	14.3	16.4	20.7	19.7	7.7	147,324	34,363	14,038	17,660	3,354	26,892	3,900
Candler	7.7	.0031	35.4	7.9	14.7	18.2	32.3	2.8	39,170	11,375	1,571	619	847	9,945	2,517
Carroll	71.6	.0286	31.2	12.8	16.5	20.9	22.9	25.2	407,340	122,074	30,964	47,654	14,173	68,246	17,678
☐ Catoosa	42.2	.0169	32.6	8.8	17.9	24.3	21.3	15.2	199,076	58,643	21,930	32,170	9,948	21,920	7,521
Charlton	8.4	.0034	30.4	9.4	14.2	21.1	22.4	2.8	29,969	10,142	2,220	1,928	580	8,127	1,873
Chattooga	22.0	.0088	35.0	8.4	15.3	21.0	28.9	8.1	111,218	34,597	6,460	15,791	2,240	22,374	4,535
Clay	3.5	.0014	35.0	8.2	13.7	16.2	33.8	1.3	8,196	3,472	628	131	55	599	1,219
Clinch	6.8	.0027	30.6	9.3	15.8	19.7	23.4	2.2	21,828	7,296	418	1,286	818	6,292	2,448
Coffee	31.1	.0125	30.9	10.4	16.2	19.4	23.9	10.7	189,859	55,868	11,785	19,880	8,984	42,272	7,559
Colquitt	37.2	.0148	33.2	8.6	15.2	19.8	27.5	13.6	171,922	44,703	12,491	20,855	5,080	36,860	7,134
Cook	14.3	.0057	32.5	8.3	15.0	19.8	26.5	5.1	57,820	13,368	5,565	1,114	2,397	10,973	3,078
Crawford	8.7	.0035	31.4	9.5	16.1	22.3	21.9	2.5	6,626	3,844	225	37	143	842	15
Crisp	20.2	.0081	31.9	9.3	15.5	17.8	27.5	7.2	149,763	36,181	12,946	20,466	4,268	20,648	6,346
☐ Dade	13.0	.0052	31.4	11.0	17.0	22.4	21.5	4.4	50,895	19,921	3,096	1,323	968	6,303	1,078
Dawson	8.2	.0033	33.2	8.4	17.9	21.5	25.2	3.0	11,815	2,299	547	54	491	1,736	836
Decatur	27.3	.0109	31.5	9.5	15.1	18.2	26.6	9.4	120,541	31,823	7,975	7,665	4,681	29,601	6,756
Dodge	17.5	.0070	34.3	8.0	15.0	19.6	29.3	6.2	86,312	20,559	12,107	9,953	3,518	11,562	5,058
Dooly	10.2	.0041	32.2	8.6	14.2	17.7	28.3	3.7	31,612	4,788	973	399	348	9,225	1,964
Early	12.7	.0051	32.4	8.4	13.5	18.8	27.7	4.6	46,038	13,809	1,984	1,499	835	7,220	4,018
Echols	2.5	.0010	30.9	9.5	15.8	21.5	22.1	.8	729	536	40	1	2	7	
Elbert	19.2	.0077	34.4	9.0	15.1	20.4	28.8	7.2	138,098	26,845	6,711	5,498	2,183	67,783	6,870
Emanuel	22.3	.0089	32.8	8.8	14.9	19.1	27.6	7.7	102,037	24,936	5,971	2,818	4,419	23,239	6,786
Evans	8.5	.0034	32.4	9.6	14.4	19.2	27.1	3.2	46,595	8,866	1,984	1,046	2,095	17,853	2,632
Fannin	16.6	.0067	37.8	7.0	15.1	21.2	32.9	6.4	76,911	20,247	6,684	13,467	1,256	8,671	3,755
Floyd	82.4	.0330	34.2	10.3	15.9	21.7	27.1	30.8	532,363	90,320	48,169	91,696	25,692	136,854	26,026
Franklin	17.1	.0069	35.5	9.6	14.6	21.6	29.2	6.4	136,694	28,491	9,067	4,199	5,692	35,784	4,330
Gilmer	13.6	.0055	35.4	8.5	15.4	22.6	28.1	4.9	81,481	18,750	7,751	11,986	3,804	19,134	3,384

The Georgia Group Markets, plus Atlanta, account for 67% of all Georgia Households.

Athens
Augusta
Macon
Columbus
Savannah
Albany

One convenient group buy covers markets that represent:
1,467,200 - Population
525,300 - Households
$15,394,478,000 - EBI
$9,210,497,000 - Retail Sales
$1,775,314,000 - Food Sales

The Georgia Group
- Albany Herald
- Athens Banner-Herald, Daily News
- Augusta Chronicle-Herald
- Columbus Ledger-Enquirer
- Macon Telegraph & News
- Savannah News-Press

Represented Nationally By:
Branham Newspaper Sales
Knight Ridder Newspaper Sales

Source: S&MM's Survey of Buying Power 1989

GA. (cont.)

POPULATION—12/31/89

S&MM ESTIMATES

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
Glascock	2.3	.0009	37.8	8.7	13.3	19.3	34.6	.8	2,987	1,000	585	172	50	132	6
Glynn	62.4	.0250	33.4	9.5	16.7	21.3	25.9	24.0	498,156	88,262	63,451	66,022	22,889	75,527	19,130
Gordon	34.8	.0139	32.8	8.7	16.6	22.8	23.6	12.3	234,354	50,742	23,564	12,942	26,470	33,371	11,191
Grady	22.5	.0090	32.9	8.7	14.8	19.2	27.6	7.6	120,586	23,569	3,988	8,755	4,469	25,272	3,866
Greene	12.4	.0050	33.2	9.0	14.0	18.1	29.4	4.1	44,886	16,907	2,090	813	2,313	7,456	2,127
Habersham	28.5	.0114	32.4	14.6	15.4	20.6	25.3	10.2	153,258	31,794	12,798	9,927	7,496	30,900	7,452
Hall	94.2	.0377	33.2	9.4	17.1	23.0	23.9	34.3	729,971	145,905	68,685	110,148	24,113	174,502	27,326
Hancock	9.6	.0038	30.7	9.2	14.7	17.3	26.4	3.0	12,477	4,162	487	310	413	717	2,781
Haralson	21.2	.0085	34.9	8.1	15.2	22.5	27.4	7.9	116,017	28,871	6,286	13,517	2,276	27,430	5,982
Harris	18.8	.0075	35.2	8.2	15.4	21.0	29.3	6.8	30,885	8,942	2,262	665	2,682	7,963	1,145
Hart	20.2	.0081	34.2	8.4	15.4	20.4	28.4	7.1	79,644	20,728	7,213	3,573	4,072	12,137	5,099
Heard	7.8	.0032	34.1	8.8	14.5	20.7	27.9	2.6	17,967	11,019	790	655	148	1,183	1,617
Irwin	9.3	.0038	34.7	7.7	13.8	19.8	29.8	3.3	26,554	6,103	1,247	839	2,221	9,025	1,670
Jasper	8.6	.0035	33.3	8.6	16.3	19.8	27.4	3.2	22,229	9,030	1,441	541	310	5,202	314
Jeff Davis	12.6	.0050	31.4	9.3	16.7	20.5	23.4	4.5	53,805	17,599	2,078	5,341	3,056	10,755	3,116
Jefferson	18.9	.0076	31.8	8.9	15.4	17.0	28.1	6.6	59,074	19,697	2,962	2,964	2,425	14,005	5,554
Jenkins	8.8	.0035	32.2	9.9	15.2	18.5	27.2	2.9	24,246	11,333	618	1,575	772	3,106	2,017
Johnson	9.0	.0036	33.8	8.9	14.3	18.7	29.6	3.3	19,040	7,750	1,201	420	1,142	3,189	1,328
Lamar	13.5	.0054	33.5	9.3	15.6	19.9	27.8	4.8	43,262	13,431	4,235	1,560	1,214	12,705	3,508
Lanier	5.7	.0023	31.4	9.6	14.4	19.9	24.9	2.0	22,663	5,962	630	1,167	2,851	2,060	4,536
Laurens	39.8	.0159	33.6	8.7	15.5	20.3	27.5	14.1	250,018	50,407	17,623	34,907	9,233	55,407	11,315
Liberty	49.8	.0200	23.5	27.4	19.9	14.8	9.5	13.3	155,182	29,542	18,184	25,355	10,026	26,252	3,134
Lincoln	7.6	.0030	33.6	9.0	15.0	19.9	28.0	2.3	13,035	3,600	1,013	448	240	1,689	1,434
Long	5.4	.0022	28.4	13.1	16.8	18.0	20.9	1.9	3,018	1,675	265	19	71	440	7
Lowndes	76.4	.0306	29.4	14.0	17.4	19.6	20.6	26.5	572,333	97,466	51,657	83,855	31,371	108,892	28,182
Lumpkin	13.2	.0052	30.9	16.1	15.5	21.0	22.6	4.5	67,411	13,278	7,366	1,130	1,046	27,614	4,165
McIntosh	9.4	.0038	33.0	10.1	14.8	18.9	28.1	3.1	38,973	14,665	1,651	536	275	9,173	1,744
Macon	14.5	.0058	31.2	9.8	15.2	17.6	26.6	5.1	45,303	16,371	2,658	694	1,943	6,806	3,266
Marion	5.5	.0022	32.5	8.9	14.3	20.5	26.0	1.8	11,241	2,641	731	647	59	2,145	3,000
Meriwether	22.0	.0088	32.4	9.2	15.3	19.1	26.9	7.3	100,080	32,880	4,965	4,587	1,828	29,879	4,092
Miller	7.1	.0029	33.8	8.6	14.1	19.4	29.0	2.7	21,846	7,056	382	641	1,399	4,161	1,128
Mitchell	21.7	.0087	30.5	9.3	14.8	18.6	24.8	7.0	68,861	20,616	5,021	6,005	3,281	13,194	4,693
Monroe	17.3	.0069	33.4	10.1	16.3	21.1	26.3	5.7	80,000	21,131	9,510	5,180	4,654	17,469	4,124
Montgomery	7.3	.0029	30.4	15.4	15.4	18.4	24.5	2.3	50,220	22,471	1,737	637	1,899	13,890	4,457
Morgan	13.1	.0053	32.1	9.1	15.5	19.9	25.6	4.4	63,470	16,632	6,123	1,369	1,276	10,945	2,634
Murray	25.7	.0102	30.7	9.7	17.9	23.5	18.9	9.1	75,611	42,651	5,275	2,300	1,216	10,365	3,281
Oglethorpe	9.9	.0040	33.4	8.6	15.6	22.0	25.4	3.7	20,783	4,431	473	34	123	10,764	1,749
Pickens	14.4	.0057	35.1	8.7	15.7	22.3	27.9	5.3	148,451	21,116	5,075	2,568	1,782	94,856	6,494
Pierce	13.6	.0055	32.1	8.5	16.2	20.8	24.5	4.7	53,493	11,738	3,607	1,457	1,524	10,264	1,781
Pike	10.4	.0041	34.1	8.1	15.3	22.5	26.0	3.4	14,146	6,399	1,541	386	197	1,561	970
Polk	34.8	.0140	35.1	9.0	14.4	21.3	28.9	12.7	143,119	42,498	9,467	15,711	4,947	30,316	11,919
Pulaski	8.5	.0034	34.5	8.7	14.0	20.6	28.7	3.0	35,688	12,389	2,197	519	1,932	9,330	2,862
Putnam	13.0	.0052	33.3	9.2	16.0	20.1	27.2	4.6	37,421	16,286	2,646	1,723	2,861	2,011	3,063
Quitman	2.3	.0009	34.0	8.6	13.5	16.1	32.5	.8	3,601	1,751	80	123	24	1,464	3
Rabun	11.6	.0046	37.0	8.0	15.4	21.4	31.8	4.5	74,395	21,561	7,649	1,691	2,227	13,306	2,886
Randolph	9.3	.0038	33.5	10.4	13.3	16.2	31.9	3.3	24,258	10,110	2,824	586	1,237	1,910	1,837
Schley	3.5	.0014	31.9	8.1	15.4	20.1	25.1	1.1	10,498	3,980	187	221	65	1,868	293
Screven	15.7	.0063	32.7	9.5	15.6	18.0	28.4	5.7	43,195	16,057	2,400	1,921	1,351	8,506	3,390
Seminole	9.4	.0037	33.6	9.1	13.9	18.8	29.2	3.3	35,797	14,028	2,369	1,590	983	6,611	2,252
Stephens	23.5	.0094	34.4	9.6	15.9	20.2	28.8	8.7	178,807	39,552	12,561	15,120	6,714	58,785	8,278
Stewart	5.7	.0023	33.3	9.0	13.3	17.5	30.3	1.9	14,241	6,672	868	96	208	447	1,326
Sumter	30.0	.0120	30.8	11.7	16.3	17.8	25.4	10.3	179,065	34,024	11,323	18,756	4,367	18,794	5,951
Talbot	7.0	.0028	32.7	9.4	15.6	19.1	27.3	2.3	8,806	4,056	92	560	182	472	1,117
Taliaferro	2.1	.0008	39.3	6.8	13.3	15.8	38.8	.8	2,973	283	90	12	117	130	5
Tattnall	18.4	.0074	33.0	9.3	17.2	20.3	26.3	6.2	56,720	17,564	2,737	2,669	2,135	11,106	4,524
Taylor	7.9	.0032	33.9	9.4	13.9	20.5	28.0	2.8	22,714	4,785	1,129	589	684	4,670	1,914
Telfair	10.9	.0043	34.4	8.6	14.4	18.2	30.9	4.0	40,375	13,092	3,085	2,366	3,753	4,706	4,286
Terrell	11.8	.0048	31.6	9.4	14.9	17.6	27.4	4.1	38,170	12,398	1,703	532	790	8,035	2,635
Thomas	38.3	.0153	33.0	9.2	15.2	20.0	26.9	13.6	234,196	54,414	16,189	26,051	7,226	61,439	9,954
Tift	35.5	.0142	30.7	11.7	16.4	19.7	23.2	12.4	259,795	51,844	21,306	26,877	8,156	60,776	9,436
Toombs	25.2	.0101	32.4	9.1	15.1	21.0	25.1	9.2	129,178	26,239	8,395	29,472	5,674	19,421	11,370
Towns	6.7	.0027	38.9	12.3	12.6	19.0	36.2	2.8	23,508	3,048	4,277	534	575	2,543	1,777
Treutlen	6.1	.0024	32.9	8.5	14.9	18.3	28.6	2.1	12,381	6,300	1,354	148	296	629	1,471
Troup	55.4	.0222	33.3	9.7	16.3	18.7	28.5	20.3	361,118	67,984	35,703	36,892	26,074	69,329	16,176
Turner	9.6	.0038	31.7	8.8	14.7	18.9	26.2	3.2	34,108	11,887	1,990	2,123	819	11,753	1,076
Twiggs	10.4	.0042	30.7	10.6	14.2	19.6	24.4	3.5	7,951	4,143	216	39	140	650	987
Union	12.0	.0048	36.3	8.4	14.8	20.6	31.2	4.5	52,167	15,609	3,710	3,292	1,639	5,556	5,178
Upson	27.3	.0109	36.0	8.5	14.7	20.5	30.9	10.1	123,042	31,745	12,924	17,309	5,834	16,192	8,307
☐ Walker	58.1	.0233	34.0	8.8	16.1	22.4	26.0	21.2	209,558	60,997	9,576	11,123	9,746	34,403	6,163
Ware	37.6	.0150	33.1	8.9	16.0	19.6	27.3	13.3	241,122	59,262	18,148	43,470	15,097	47,039	11,493
Warren	6.3	.0025	33.5	8.4	14.7	17.6	30.1	2.0	11,442	4,608	578	329	377	1,660	1,065
Washington	19.6	.0079	32.0	9.6	15.6	18.4	27.0	6.6	95,177	21,643	5,797	6,424	3,868	27,063	4,254
Wayne	22.2	.0089	32.3	9.2	16.3	20.7	24.9	7.5	120,368	21,611	8,704	8,099	14,296	27,675	9,889
Webster	2.1	.0008	32.6	9.1	15.3	18.3	28.0	.8	1,989	6	3	551	2	461	
Wheeler	5.5	.0022	33.5	7.4	15.0	17.7	30.0	1.9	9,673	5,877	645	40	298	1,023	14

GA. (cont.)

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
White	12.9	.0052	35.2	9.6	15.5	22.4	27.9	4.8
Whitfield	73.2	.0293	31.9	9.7	17.7	23.4	21.1	26.3
Wilcox	7.8	.0031	35.1	8.2	14.3	18.4	31.8	2.6
Wilkes	11.1	.0044	35.4	8.6	14.8	20.0	30.6	4.0
Wilkinson	11.2	.0045	31.4	10.3	15.1	20.1	24.4	3.8
Worth	19.8	.0080	31.8	9.2	16.0	20.3	24.6	6.6
TOTAL METRO COUNTIES	**4,232.8**	**1.6940**	**31.3**	**10.8**	**19.6**	**22.6**	**20.2**	**1,564.5**
TOTAL STATE	**6,526.6**	**2.6124**	**31.6**	**10.6**	**18.3**	**21.7**	**22.1**	**2,369.1**

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
White	104,456	20,483	12,520	6,743	1,554	24,024	4,265
Whitfield	599,551	118,615	47,220	82,389	66,631	133,559	18,200
Wilcox	12,368	5,613	468	1,313	733	770	1,192
Wilkes	57,804	12,511	2,763	3,753	1,322	13,973	4,110
Wilkinson	22,978	8,084	1,500	423	185	4,358	1,336
Worth	58,413	19,912	3,324	2,779	637	17,744	4,177
TOTAL METRO COUNTIES	**32,225,341**	**5,608,577**	**3,482,885**	**4,443,415**	**1,698,676**	**7,478,313**	**1,060,499**
TOTAL STATE	**43,961,456**	**8,417,780**	**4,420,665**	**5,638,720**	**2,235,014**	**10,009,092**	**1,638,543**

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
ALBANY	**1,222,568**	**23,967**	**21.4**	**26.2**	**17.8**	**13.3**	**.0414**
Dougherty	1,027,246	23,091	21.9	26.7	17.0	12.3	.0369
• Albany	814,141	21,434	22.7	25.0	15.5	12.0	.0320
Lee	195,322	31,193	17.6	22.9	23.3	20.1	.0045
SUBURBAN TOTAL	408,427	30,803	17.6	29.3	24.0	17.0	.0094
ATHENS	**1,611,042**	**20,739**	**25.8**	**25.4**	**13.8**	**12.3**	**.0527**
Clarke	933,121	19,745	25.6	22.8	12.4	14.2	.0331
• Athens	455,760	16,152	28.7	20.0	9.5	11.2	.0182
Jackson	303,156	22,292	25.1	29.3	15.6	10.0	.0095
Madison	184,395	19,162	30.5	29.0	12.7	5.8	.0051
Oconee	190,370	26,667	21.7	26.6	19.5	15.5	.0050
SUBURBAN TOTAL	1,155,282	22,804	24.5	27.7	15.6	12.8	.0345
ATLANTA	**41,303,037**	**31,184**	**17.4**	**24.9**	**19.3**	**24.7**	**1.2562**
Barrow	270,351	21,284	23.4	29.1	14.5	9.4	.0093
Butts	165,657	23,121	24.6	25.9	15.8	14.4	.0058
Cherokee	1,011,942	28,294	18.8	29.6	21.2	15.9	.0281
Clayton	2,424,940	31,810	16.9	29.8	23.7	19.9	.0834
Cobb	8,237,902	40,597	12.5	21.9	21.3	37.0	.2368
• Marietta	877,632	28,704	19.1	26.9	17.5	22.9	.0376
Coweta	610,636	25,117	20.6	24.9	17.6	16.4	.0184
De Kalb	8,566,850	32,146	17.5	25.7	19.1	26.4	.2590
Douglas	884,011	31,377	16.6	29.7	24.6	17.8	.0290
Fayette	848,805	38,679	12.3	20.9	27.5	30.0	.0223
Forsyth	522,179	26,093	21.0	29.0	17.2	16.8	.0151
Fulton	9,715,076	24,623	20.7	22.3	13.6	22.0	.2970
• Atlanta	5,795,053	20,134	23.5	22.2	12.0	16.1	.1796
Gwinnett	4,844,708	36,395	13.2	26.2	25.1	27.4	.1528
Henry	642,244	28,487	18.6	29.4	20.8	16.1	.0178
Newton	457,082	24,003	22.5	29.1	18.2	12.3	.0143
Paulding	380,089	24,013	21.2	30.4	17.0	10.5	.0122
Rockdale	754,571	35,314	14.8	24.4	23.8	26.7	.0243
Spalding	591,549	23,197	23.7	27.3	15.5	14.0	.0195
Walton	374,445	22,932	24.0	27.1	16.6	12.2	.0111
SUBURBAN TOTAL	34,630,352	33,529	16.1	25.4	20.9	26.6	1.0390
AUGUSTA	**4,626,316**	**23,955**	**22.4**	**27.0**	**16.4**	**14.6**	**.1483**
Columbia	806,957	29,397	18.7	27.5	21.3	18.8	.0231
McDuffie	177,100	17,889	27.2	28.8	8.9	7.2	.0066
Richmond	2,157,648	22,518	23.9	26.0	14.6	14.2	.0746
• Augusta	437,878	14,387	26.8	19.5	8.5	8.6	.0195
Aiken, S. C.	*1,484,611*	*24,765*	*21.2*	*28.2*	*17.6*	*14.3*	*.0440*
SUBURBAN TOTAL	4,188,438	25,465	21.7	28.2	17.6	15.5	.1288
COLUMBUS	**2,674,517**	**20,564**	**25.1**	**27.1**	**13.4**	**10.8**	**.0878**
Chattahoochee	265,540	25,187	26.7	39.6	15.7	10.8	.0058
Muscogee	1,974,540	21,275	25.0	26.9	13.9	11.9	.0688
• Columbus	1,958,477	21,295	25.0	26.9	13.9	11.9	.0685
Russell, Ala.	*434,437*	*16,909*	*25.4*	*25.1*	*11.3*	*6.8*	*.0132*
SUBURBAN TOTAL	716,040	18,747	25.7	27.4	12.0	7.5	.0193

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
MACON-WARNER ROBINS	**3,543,694**	**26,432**	**20.6**	**24.8**	**18.1**	**18.4**	**.1114**
Bibb	1,863,533	24,434	21.3	24.1	16.2	17.2	.0629
• Macon	1,368,212	22,244	22.5	24.2	14.7	15.0	.0511
Houston	1,183,209	30,748	19.4	25.6	21.9	21.0	.0349
• Warner Robins	678,623	31,080	19.0	26.3	23.1	20.0	.0217
Jones	249,430	28,267	19.7	27.4	19.0	18.8	.0059
Peach	247,522	22,645	21.5	22.3	16.1	16.5	.0077
SUBURBAN TOTAL	1,496,859	29,254	19.2	24.6	19.6	21.5	.0386
SAVANNAH	**2,961,589**	**24,108**	**21.9**	**24.0**	**16.7**	**16.8**	**.0947**
Chatham	2,691,219	23,857	22.1	23.8	16.2	17.1	.0871
• Savannah	1,703,462	21,236	23.5	23.5	14.3	14.5	.0607
Effingham	270,370	26,427	19.8	26.7	20.6	14.2	.0076
SUBURBAN TOTAL	1,258,127	29,485	19.2	25.2	20.6	20.5	.0340
OTHER COUNTIES							
Appling	135,194	17,397	27.8	26.5	9.7	7.6	.0047
Atkinson	41,595	15,233	29.4	21.9	8.5	6.2	.0015
Bacon	97,670	20,054	23.5	26.3	11.4	12.4	.0032
Baker	25,027	15,513	27.0	22.6	10.2	4.8	.0006
Baldwin	439,499	25,757	23.4	25.9	17.0	18.5	.0136
Banks	91,667	18,636	30.6	30.4	10.4	5.5	.0028
Bartow	507,527	21,775	25.2	31.6	14.3	8.4	.0174
Ben Hill	155,599	16,407	27.0	23.6	11.2	7.1	.0052
Berrien	136,549	20,121	24.6	28.3	12.1	9.9	.0044
Bleckley	106,881	20,929	25.2	25.3	15.3	11.1	.0031
Brantley	116,912	24,105	21.0	30.0	16.3	13.6	.0030
Brooks	121,179	15,971	26.5	21.2	11.6	8.0	.0038
Bryan	116,958	18,144	28.1	32.7	8.6	4.1	.0042
Bulloch	353,438	19,441	26.5	26.7	11.8	10.2	.0123
Burke	193,389	19,487	24.6	23.0	14.0	11.9	.0059
Calhoun	34,112	16,969	23.9	25.9	8.1	8.9	.0011
Camden	223,656	22,306	22.3	23.8	16.4	14.1	.0079
Candler	62,408	15,121	30.5	22.3	8.0	7.2	.0022
Carroll	753,459	23,879	21.9	28.6	16.0	13.5	.0244
☐ Catoosa	427,750	24,227	22.2	30.3	18.1	10.7	.0133
Charlton	75,035	21,127	25.3	28.1	14.4	10.1	.0024
Chattooga	198,594	20,059	27.0	30.2	12.5	7.4	.0067
Clay	27,455	12,909	26.6	17.4	8.9	7.5	.0008
Clinch	57,521	18,964	28.3	22.8	16.8	8.1	.0019
Coffee	253,923	17,380	27.8	26.5	9.4	7.6	.0097
Colquitt	351,319	18,907	28.0	24.5	13.7	9.2	.0112
Cook	128,640	19,125	29.5	28.9	9.4	9.2	.0040
Crawford	74,897	23,417	20.8	28.7	16.9	11.0	.0021
Crisp	162,696	16,276	25.9	25.1	10.2	5.8	.0066
☐ Dade	103,750	19,126	25.1	31.1	11.2	5.7	.0036
Dawson	69,944	18,764	26.3	29.4	11.7	5.9	.0019
Decatur	251,021	19,955	25.3	27.9	11.6	10.4	.0081
Dodge	151,308	18,020	22.8	23.6	12.0	9.6	.0052
Dooly	67,457	13,690	29.9	20.2	7.5	3.8	.0023

GA. (cont.)

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Early	103,494	14,746	25.5	21.9	9.4	8.4	.0035
Echols	21,423	21,722	20.9	28.3	14.5	11.4	.0005
Elbert	169,280	18,497	27.2	27.5	12.9	5.9	.0065
Emanuel	166,078	15,099	29.6	24.0	7.6	6.0	.0061
Evans	73,584	17,194	29.3	24.7	10.5	7.1	.0026
Fannin	127,817	14,950	30.9	23.6	8.7	4.2	.0047
Floyd	899,584	22,948	23.7	27.7	16.4	12.4	.0294
Franklin	157,774	19,331	24.7	27.0	13.8	7.5	.0062
Gilmer	103,266	15,891	29.9	27.7	7.7	4.2	.0041
Glascock	20,260	17,714	25.2	23.4	10.3	10.8	.0005
Glynn	708,389	22,321	23.4	27.2	15.0	12.7	.0244
Gordon	331,649	21,816	25.3	31.0	14.5	9.4	.0119
Grady	160,454	15,776	29.2	23.9	10.5	5.0	.0064
Greene	92,148	17,458	28.0	26.5	10.7	5.9	.0032
Habersham	294,581	22,031	25.8	29.7	14.5	10.2	.0094
Hall	1,193,182	27,470	20.4	27.5	18.2	18.7	.0384
Hancock	59,205	14,327	30.9	22.0	7.2	4.6	.0019
Haralson	192,693	19,354	27.2	29.4	12.0	7.0	.0066
Harris	192,078	22,068	21.3	27.7	14.2	12.0	.0050
Hart	177,553	19,736	27.9	30.0	11.0	8.2	.0056
Heard	76,022	22,698	24.3	28.5	15.0	13.0	.0022
Irwin	74,068	15,548	32.6	20.0	10.3	7.3	.0023
Jasper	96,391	22,350	22.1	24.9	17.5	13.5	.0026
Jeff Davis	96,239	17,090	29.7	27.7	8.7	5.5	.0034
Jefferson	152,940	16,110	25.6	22.6	10.6	8.3	.0049
Jenkins	57,898	13,674	27.8	20.7	8.2	5.4	.0019
Johnson	72,780	15,839	25.8	25.3	10.2	5.9	.0022
Lamar	124,443	20,481	25.6	28.4	12.2	10.4	.0038
Lanier	50,384	18,923	27.4	24.8	11.6	11.0	.0017
Laurens	401,090	20,669	25.1	23.6	15.6	12.2	.0135
Liberty	438,083	18,733	33.8	28.4	11.1	6.9	.0133
Lincoln	54,110	18,393	26.7	30.7	10.2	5.4	.0017
Long	46,544	18,465	28.2	22.4	16.4	7.8	.0013
Lowndes	708,394	19,346	27.0	26.8	12.2	9.4	.0268
Lumpkin	142,472	22,143	24.4	27.1	17.0	10.8	.0043
McIntosh	66,319	15,937	26.5	23.4	11.0	5.5	.0025
Macon	133,305	18,297	24.8	22.5	12.3	11.0	.0039
Marion	41,109	18,038	21.9	26.0	9.1	9.2	.0013
Meriwether	213,317	22,268	21.9	24.9	15.2	14.3	.0068
Miller	49,659	13,697	30.1	21.9	7.3	4.2	.0017
Mitchell	174,117	17,781	24.1	23.0	12.9	9.4	.0055
Monroe	144,965	19,901	26.7	28.9	12.2	8.6	.0050
Montgomery	58,598	17,531	30.7	24.5	8.8	9.9	.0024
Morgan	107,675	18,514	28.7	27.5	11.5	7.6	.0037
Murray	227,797	20,649	26.4	33.6	11.3	6.6	.0069
Oglethorpe	96,027	20,260	25.8	26.0	15.8	8.8	.0026
Pickens	133,070	18,788	27.9	26.0	12.7	8.2	.0058
Pierce	117,864	19,548	24.4	27.7	12.3	9.0	.0038
Pike	102,271	24,200	22.6	24.8	20.8	12.6	.0026
Polk	338,932	21,368	22.9	27.7	16.0	9.0	.0104
Pulaski	80,132	19,702	23.0	22.0	16.0	11.3	.0026
Putnam	125,177	21,612	22.2	26.6	13.4	12.6	.0035
Quitman	16,547	14,381	29.8	18.9	10.4	5.8	.0006
Rabun	114,716	18,748	27.7	25.3	12.1	9.6	.0039
Randolph	72,410	13,642	24.8	22.8	7.5	5.6	.0023
Schley	25,097	18,241	21.1	27.5	8.5	9.3	.0009
Screven	132,644	15,678	26.8	22.1	10.1	7.6	.0039
Seminole	83,029	18,247	23.8	24.1	10.2	11.9	.0027
Stephens	220,450	19,593	28.6	28.7	14.4	5.8	.0083
Stewart	37,818	14,042	26.2	21.3	9.6	4.9	.0014
Sumter	294,491	20,901	23.7	26.0	13.3	12.7	.0100
Talbot	56,335	18,604	26.8	28.1	9.8	9.0	.0016
Taliaferro	12,268	11,654	31.1	18.7	4.1	1.9	.0003
Tattnall	146,551	15,925	30.0	22.4	9.7	7.3	.0048
Taylor	82,908	19,933	22.8	22.7	12.5	14.7	.0022
Telfair	90,491	15,929	28.0	22.9	10.0	7.3	.0030
Terrell	103,389	17,871	23.0	21.8	11.3	12.1	.0032
Thomas	380,910	20,826	25.2	26.8	13.9	11.2	.0129
Tift	361,568	20,601	25.1	24.9	14.3	12.1	.0129
Toombs	226,005	17,948	24.6	25.1	11.3	8.6	.0077
Towns	65,353	15,143	28.7	24.5	7.4	5.9	.0019
Treutlen	46,412	15,197	25.9	22.7	8.1	7.6	.0014
Troup	609,905	22,887	21.9	26.2	14.8	14.2	.0200
Turner	57,332	12,585	30.3	18.9	5.3	4.8	.0023
Twiggs	106,907	24,968	20.8	26.0	18.0	15.1	.0026
Union	96,896	15,262	32.5	21.5	7.9	6.2	.0034
Upson	282,970	21,737	25.9	28.5	14.7	10.4	.0086
☐ Walker	589,304	22,448	24.9	29.6	15.9	9.8	.0172
Ware	348,387	19,070	26.0	25.1	12.9	10.0	.0125
Warren	46,884	17,588	25.0	27.5	8.4	8.7	.0014
Washington	181,278	19,632	24.3	24.0	13.1	12.0	.0060
Wayne	208,428	19,882	26.4	23.3	14.9	11.7	.0071
Webster	21,838	18,100	26.4	20.6	11.5	13.4	.0005
Wheeler	41,223	15,357	29.0	23.4	8.1	7.3	.0012
White	108,887	16,860	25.7	28.4	9.3	4.9	.0046
Whitfield	781,640	23,662	24.0	30.7	16.8	11.1	.0281
Wilcox	55,420	15,408	26.4	22.1	11.5	5.3	.0017
Wilkes	98,096	17,967	23.6	24.1	13.8	7.7	.0034
Wilkinson	115,571	24,861	21.2	27.4	18.2	13.3	.0031
Worth	167,075	19,636	24.2	27.3	13.5	8.4	.0051
TOTAL METRO COUNTIES	**57,144,519**	**28,513**	**19.1**	**25.2**	**18.3**	**21.5**	**1.7694**
TOTAL STATE	**78,671,861**	**25,136**	**21.3**	**25.7**	**16.5**	**17.6**	**2.4849**

Hawaii

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group				Households (Thousands)
				18-24 Years	25-34 Years	35-49 Years	50 & Over	
HONOLULU	**853.7**	**.3417**	**30.8**	**12.8**	**20.1**	**21.1**	**20.4**	**273.6**
Honolulu	853.7	.3417	30.8	12.8	20.1	21.1	20.4	273.6
• Honolulu	406.9	.1629	33.8	11.1	20.4	20.9	26.8	150.5
SUBURBAN TOTAL	446.8	.1788	27.9	14.3	19.7	21.3	14.7	123.1
OTHER COUNTIES								
Hawaii	119.9	.0479	32.1	8.9	18.6	19.7	24.9	39.6
Kauai	49.8	.0200	32.5	8.3	18.4	19.6	25.9	16.1
Maui	97.6	.0390	32.3	8.9	19.8	19.9	24.7	32.4
TOTAL METRO COUNTIES	**853.7**	**.3417**	**30.8**	**12.8**	**20.1**	**21.1**	**20.4**	**273.6**
TOTAL STATE	**1,121.0**	**.4486**	**31.1**	**11.8**	**19.8**	**20.8**	**21.5**	**361.7**

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
HONOLULU	**7,290,797**	**1,210,360**	**1,289,414**	**1,208,056**	**265,976**	**1,131,881**	**422,370**
Honolulu	7,290,797	1,210,360	1,289,414	1,208,056	265,976	1,131,881	422,370
• Honolulu	5,341,817	753,420	1,008,562	989,203	212,305	742,246	269,633
SUBURBAN TOTAL	1,948,980	456,940	280,852	218,853	53,671	389,635	152,737
OTHER COUNTIES							
Hawaii	862,978	260,718	102,336	52,678	38,331	151,430	41,448
Kauai	448,373	134,555	83,119	23,599	15,286	48,807	26,512
Maui	1,134,557	246,261	216,209	77,833	42,268	125,604	61,555
TOTAL METRO COUNTIES	**7,290,797**	**1,210,360**	**1,289,414**	**1,208,056**	**265,976**	**1,131,881**	**422,370**
TOTAL STATE	**9,736,705**	**1,851,894**	**1,691,078**	**1,362,166**	**361,861**	**1,457,722**	**551,885**

HAWAII (cont.)

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
HONOLULU	**12,284,357**	**33,168**	**18.7**	**23.6**	**18.0**	**29.3**	**.3821**
Honolulu	12,284,357	33,168	18.7	23.6	18.0	29.3	.3821
• Honolulu	6,520,262	31,082	19.4	23.8	16.3	28.0	.2248
SUBURBAN TOTAL	5,764,095	35,600	17.8	23.2	20.2	30.8	.1573
OTHER COUNTIES							
Hawaii	1,378,108	25,781	22.1	26.3	16.4	18.3	.0456

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Kauai	612,371	29,309	20.1	28.2	19.4	20.7	.0211
Maui	1,194,904	28,020	19.8	27.1	18.5	19.2	.0458
TOTAL METRO COUNTIES	**12,284,357**	**33,168**	**18.7**	**23.6**	**18.0**	**29.3**	**.3821**
TOTAL STATE	**15,469,740**	**31,534**	**19.3**	**24.4**	**17.9**	**26.8**	**.4946**

Idaho

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
BOISE	**206.6**	**.0827**	**30.8**	**10.9**	**20.1**	**21.2**	**20.3**	**78.8**
Ada	206.6	.0827	30.8	10.9	20.1	21.2	20.3	78.8
• Boise	116.1	.0465	31.6	12.3	20.2	20.0	23.2	47.9
SUBURBAN TOTAL	90.5	.0362	29.7	9.0	20.3	22.7	16.6	30.9
OTHER COUNTIES								
Adams	3.5	.0014	34.4	7.5	15.4	22.6	26.5	1.2
Bannock	67.9	.0272	28.5	12.8	19.3	18.6	18.8	24.0
Pocatello	42.4	.0170	28.9	14.7	19.5	17.8	20.2	16.0
Bear Lake	6.6	.0027	29.8	8.1	14.4	17.0	25.6	2.3
Benewah	8.9	.0035	32.4	8.0	17.3	21.5	24.0	3.2
Bingham	38.1	.0153	27.6	8.5	15.7	18.8	19.6	11.7
Blaine	13.8	.0055	30.8	10.7	28.1	22.2	16.0	5.8
Boise	3.7	.0015	32.0	8.2	19.4	21.2	22.9	1.6
Bonner	26.5	.0106	33.2	7.2	18.9	20.8	25.9	9.7
Bonneville	73.2	.0293	28.5	9.9	17.4	20.2	18.5	24.5
Boundary	7.9	.0031	32.0	7.2	17.5	20.2	24.6	2.7
Butte	3.2	.0013	31.2	7.3	15.2	19.8	24.4	1.0
Camas	.7	.0003	33.1	8.7	16.1	22.9	24.0	.3
Canyon	91.0	.0364	31.5	10.0	16.1	19.1	25.3	31.7
Caribou	8.1	.0033	27.5	9.6	16.8	18.9	18.5	2.8

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
BOISE	**1,363,083**	**301,924**	**149,992**	**137,136**	**85,520**	**319,527**	**35,024**
Ada	1,363,083	301,924	149,992	137,136	85,520	319,527	35,024
• Boise	1,093,255	226,987	132,644	91,932	73,639	285,953	25,857
SUBURBAN TOTAL	269,828	74,937	17,348	45,204	11,881	33,574	9,167
OTHER COUNTIES							
Adams	7,169	2,350	742	18	73	665	171
Bannock	415,062	80,444	39,255	54,092	20,418	115,648	13,279
Pocatello	329,498	66,237	31,675	27,597	16,619	110,204	12,617
Bear Lake	20,368	4,278	1,120	1,787	528	4,136	294
Benewah	35,072	13,522	1,904	44	326	8,618	1,653
Bingham	132,017	45,560	7,655	6,472	5,998	31,513	7,699
Blaine	113,050	27,139	19,232	464	6,823	12,119	7,472
Boise	5,090	1,898	1,855	187	66	163	5
Bonner	134,984	36,617	17,224	4,389	5,000	28,824	5,422
Bonneville	525,974	111,602	43,949	70,399	29,907	113,599	10,730
Boundary	31,017	8,500	2,057	1,184	377	7,858	173
Butte	9,355	4,176	663	24	104	504	465
Camas	611	234	156	5	21	54	2
Canyon	504,677	92,030	37,552	71,444	21,560	156,649	8,330
Caribou	20,303	8,351	1,315	397	348	4,416	885

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Sources: †Median Household EBI, S&MM '89
*Simmons SMS Hawaii Media & Market Study

IDAHO (cont.)

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
Cassia	20.2	.0080	28.6	8.8	15.3	18.0	22.3	6.4
Clark	.8	.0004	31.9	9.0	13.8	23.5	22.3	.3
Clearwater	9.1	.0036	32.7	8.9	16.4	23.0	23.2	3.3
Custer	4.4	.0018	34.7	6.4	16.4	22.8	26.8	1.8
Elmore	22.1	.0088	26.4	17.7	19.5	19.5	13.6	7.2
Franklin	9.2	.0037	28.8	7.9	13.0	16.3	25.6	2.8
Fremont	10.9	.0044	28.4	8.3	14.5	18.3	22.1	3.6
Gem	11.9	.0047	34.5	7.8	14.4	19.8	29.4	4.2
Gooding	12.0	.0048	35.2	7.7	14.1	19.1	31.1	4.3
Idaho	13.7	.0055	33.7	8.1	15.9	20.6	27.4	5.1
Jefferson	17.5	.0070	27.1	9.1	15.4	17.9	20.0	5.4
Jerome	15.1	.0061	31.6	8.7	16.0	19.1	25.5	5.2
Kootenai	68.4	.0273	32.8	8.4	17.8	21.7	24.4	25.0
Latah	29.5	.0118	28.5	21.6	19.7	17.4	19.8	11.1
Lemhi	7.0	.0028	33.8	7.2	16.2	21.2	26.8	2.7
Lewis	3.9	.0016	35.2	7.9	14.7	20.7	29.6	1.4
Lincoln	3.3	.0013	32.8	7.3	16.7	18.7	27.7	1.2
Madison	23.0	.0092	22.1	30.9	12.3	12.6	12.4	5.8
Minidoka	20.7	.0083	29.3	9.4	15.2	18.2	23.1	6.8
Nez Perce	33.9	.0136	33.9	9.4	16.7	20.6	27.7	13.2
Oneida	3.5	.0014	34.1	6.5	12.5	16.5	32.4	1.1
Owyhee	8.5	.0034	30.8	8.9	14.7	18.2	25.6	2.9
Payette	16.6	.0066	34.7	7.7	13.7	20.2	29.5	6.1
Power	7.4	.0030	29.5	7.9	18.5	19.7	20.2	2.6
Shoshone	15.5	.0062	31.8	8.9	17.2	19.8	24.8	5.6
Teton	3.3	.0013	29.1	8.7	17.3	17.5	22.4	.9
Twin Falls	55.0	.0220	33.0	9.3	15.8	19.5	27.2	19.7
Valley	6.8	.0028	32.1	7.7	22.3	22.1	21.4	2.4
Washington	8.3	.0033	36.4	6.7	13.6	18.2	33.5	3.1
TOTAL METRO COUNTIES	**206.6**	**.0827**	**30.8**	**10.9**	**20.1**	**21.2**	**20.3**	**78.8**
TOTAL STATE	**1,021.2**	**.4088**	**30.5**	**10.6**	**17.5**	**19.8**	**22.4**	**362.5**

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
Cassia	113,084	28,060	7,052	7,746	7,170	30,015	3,532
Clark	1,249	24	253	213	12	27	1
Clearwater	34,879	11,967	2,961	774	244	9,488	1,573
Custer	13,282	2,947	1,025	43	162	397	289
Elmore	69,602	10,038	4,826	1,760	1,433	15,994	1,437
Franklin	33,316	8,347	1,818	1,452	1,301	9,226	1,614
Fremont	24,725	5,234	2,327	451	122	4,221	621
Gem	31,627	11,858	1,352	838	1,405	8,490	1,103
Gooding	34,809	7,968	2,247	1,283	2,220	5,190	1,493
Idaho	45,541	14,275	7,063	1,337	1,984	4,712	1,957
Jefferson	31,685	10,648	1,977	596	510	5,542	1,290
Jerome	48,564	13,422	4,387	1,447	891	8,720	662
Kootenai	448,525	104,102	42,501	28,552	13,612	132,808	13,430
Latah	157,443	35,594	15,870	17,813	7,993	30,033	8,234
Lemhi	27,562	5,169	2,628	1,421	877	5,822	1,254
Lewis	9,183	3,912	694	20	85	374	90
Lincoln	4,968	1,722	867	29	123	388	218
Madison	97,620	24,741	5,563	8,031	4,155	26,530	2,326
Minidoka	68,572	12,946	6,287	1,492	1,539	14,737	2,096
Nez Perce	273,110	67,984	22,112	37,423	11,245	61,108	12,192
Oneida	11,757	2,968	863	718	238	3,646	4
Owyhee	20,067	8,419	944	31	365	945	11
Payette	36,729	13,326	2,799	198	2,147	7,258	650
Power	23,453	7,951	2,643	2,710	155	576	844
Shoshone	66,725	18,219	3,737	491	880	13,487	2,508
Teton	14,694	4,764	1,083	478	724	966	410
Twin Falls	405,467	70,469	26,693	46,060	23,771	118,185	11,703
Valley	31,857	8,845	4,237	1,125	866	2,344	1,643
Washington	15,789	4,156	1,623	1,586	410	3,619	189
TOTAL METRO COUNTIES	**1,363,083**	**301,924**	**149,992**	**137,136**	**85,520**	**319,527**	**35,024**
TOTAL STATE	**5,513,716**	**1,258,700**	**503,103**	**514,160**	**263,708**	**1,329,141**	**164,978**

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
BOISE	**2,657,339**	**25,806**	**23.5**	**28.8**	**18.0**	**15.2**	**.0808**
Ada	2,657,339	25,806	23.5	28.8	18.0	15.2	.0808
• Boise	1,595,501	24,710	24.6	27.9	16.8	15.1	.0526
SUBURBAN TOTAL	1,061,838	27,441	21.9	30.4	19.8	15.3	.0282
OTHER COUNTIES							
Adams	30,482	20,968	25.8	34.0	12.3	6.1	.0009
Bannock	704,106	23,915	23.2	32.3	16.8	9.9	.0233
Pocatello	463,648	23,171	23.6	31.5	16.4	9.5	.0162
Bear Lake	58,905	21,182	25.1	33.9	12.5	6.4	.0018
Benewah	87,300	23,360	19.1	34.2	15.7	7.8	.0026
Bingham	368,043	24,907	22.5	29.8	17.6	13.5	.0110
Blaine	181,822	21,486	28.8	28.3	13.2	12.4	.0058
Boise	37,936	19,382	30.0	32.9	10.8	4.3	.0009
Bonner	203,369	15,706	29.6	25.1	9.4	4.4	.0076
Bonneville	764,861	25,450	23.1	31.6	18.0	12.5	.0267
Boundary	61,649	17,773	28.0	28.9	12.1	3.6	.0021
Butte	32,651	23,706	23.8	25.5	17.4	14.7	.0009
Camas	9,449	23,500	25.0	36.6	13.0	12.0	.0002
Canyon	849,703	19,887	28.9	29.0	13.0	7.7	.0291
Caribou	87,042	27,516	18.6	37.0	17.5	11.8	.0023
Cassia	171,660	20,206	28.6	29.0	13.1	8.4	.0062
Clark	7,784	19,889	30.0	32.6	8.3	8.7	.0001
Clearwater	99,923	25,333	22.0	31.1	18.5	11.3	.0029
Custer	44,780	18,542	30.3	28.2	10.9	7.3	.0012
Elmore	174,317	16,946	40.3	27.0	8.5	4.0	.0057
Franklin	65,076	19,030	33.7	32.6	10.5	3.5	.0023

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
Fremont	113,840	24,767	21.6	31.2	17.3	12.6	.0031
Gem	96,678	16,881	26.6	26.0	11.6	5.8	.0029
Gooding	106,505	17,882	31.5	27.0	9.6	7.2	.0032
Idaho	118,785	18,046	30.7	28.3	10.7	5.2	.0037
Jefferson	130,566	19,476	27.6	30.8	12.5	5.2	.0040
Jerome	140,948	20,579	28.7	31.3	11.2	9.2	.0041
Kootenai	728,975	22,422	25.5	27.7	16.0	11.4	.0244
Latah	350,502	22,367	26.0	26.8	14.6	13.3	.0104
Lemhi	55,323	15,670	34.9	24.3	9.6	2.6	.0019
Lewis	42,337	24,231	23.6	29.7	18.4	10.9	.0011
Lincoln	25,966	16,848	32.8	28.4	8.2	3.8	.0008
Madison	171,828	21,945	28.2	30.1	13.6	11.2	.0061
Minidoka	206,773	23,620	25.3	33.8	15.9	9.9	.0061
Nez Perce	404,326	23,919	21.5	26.8	17.0	13.2	.0135
Oneida	27,836	20,207	26.8	29.9	15.5	5.1	.0009
Owyhee	60,682	14,603	32.8	20.6	7.5	4.6	.0021
Payette	151,783	18,607	29.8	27.4	10.9	7.8	.0042
Power	79,910	24,000	22.5	32.6	15.0	11.8	.0022
Shoshone	211,487	31,747	17.7	24.5	22.9	21.1	.0056
Teton	22,088	18,741	31.4	28.9	11.0	6.7	.0009
Twin Falls	588,992	22,107	26.7	29.8	14.1	11.2	.0204
Valley	67,459	22,173	28.3	31.4	16.1	8.8	.0021
Washington	73,427	16,221	30.7	23.6	9.6	7.4	.0021
TOTAL METRO COUNTIES	**2,657,339**	**25,806**	**23.5**	**28.8**	**18.0**	**15.2**	**.0808**
TOTAL STATE	**10,675,213**	**22,344**	**25.8**	**29.1**	**15.2**	**11.0**	**.3402**

Illinois

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)
				18-24 Years	25-34 Years	35-49 Years	50 & Over	
AURORA–ELGIN	**362.3**	**.1449**	**31.1**	**9.8**	**18.7**	**21.5**	**21.3**	**129.9**
Kane	320.7	.1283	31.2	10.0	18.7	21.1	21.7	115.2
● Aurora	91.7	.0367	30.0	11.0	19.3	18.2	22.1	33.3
● Elgin	68.8	.0275	31.8	10.7	20.1	18.4	25.2	27.1
Kendall	41.6	.0166	30.7	8.9	19.0	24.1	17.8	14.7
SUBURBAN TOTAL	201.8	.0807	31.4	9.0	17.9	24.1	19.5	69.5
BLOOMINGTON–NORMAL	**127.0**	**.0508**	**29.1**	**20.5**	**17.4**	**17.9**	**21.9**	**46.8**
McLean	127.0	.0508	29.1	20.5	17.4	17.9	21.9	46.8
● Bloomington	49.3	.0197	31.2	16.2	19.8	16.5	26.0	21.4
● Normal	41.0	.0164	23.7	39.8	14.2	15.4	13.1	11.8
SUBURBAN TOTAL	36.7	.0147	34.4	4.8	17.5	22.7	26.2	13.6
CHAMPAIGN–URBANA–RANTOUL	**173.8**	**.0696**	**27.1**	**25.2**	**19.5**	**16.9**	**17.6**	**63.7**
Champaign	173.8	.0696	27.1	25.2	19.5	16.9	17.6	63.7
● Champaign	60.8	.0243	25.8	31.8	18.8	14.6	18.1	23.6
● Rantoul	20.7	.0083	23.7	28.3	19.4	15.1	10.4	6.2
● Urbana	36.9	.0148	25.7	34.0	21.0	12.9	17.6	13.1
SUBURBAN TOTAL	55.4	.0222	31.1	10.8	19.4	22.7	19.8	20.8
CHICAGO	**6,214.4**	**2.4874**	**33.2**	**10.2**	**17.8**	**21.3**	**25.4**	**2,323.3**
Cook	5,268.7	2.1088	33.4	10.4	17.3	20.8	26.5	1,978.7
Arlington Heights	71.8	.0287	35.3	8.3	15.5	27.3	23.3	25.3
Berwyn	44.5	.0178	43.5	8.5	14.2	18.3	42.7	19.4
● Chicago	3,012.9	1.2059	32.6	10.8	17.6	19.5	26.4	1,153.9
● Chicago Heights	35.3	.0141	30.9	11.0	15.9	18.7	24.8	12.0
Cicero	61.4	.0246	37.5	9.7	15.9	18.6	34.7	25.5
Des Plaines	55.7	.0223	36.3	9.3	16.1	23.8	28.3	20.5
● Evanston	70.3	.0281	33.7	14.8	20.2	19.4	27.9	28.0
Mount Prospect	53.8	.0215	34.7	10.4	16.4	25.6	23.9	20.2
Oak Lawn	57.3	.0229	39.1	9.8	12.4	21.1	34.7	20.8
Oak Park	53.7	.0215	33.7	9.0	22.2	20.2	27.0	23.3
Schaumburg	66.5	.0266	30.3	8.7	25.6	25.7	12.2	25.4
Skokie	58.8	.0235	42.1	8.0	13.2	21.8	38.6	22.9
Du Page	771.0	.3086	32.0	9.5	19.9	24.3	19.7	282.7
Downers Grove	44.8	.0179	34.1	8.2	19.3	24.4	23.8	17.6
Elmhurst	43.4	.0174	36.2	9.1	14.9	23.1	29.0	15.6
Naperville	85.1	.0341	32.3	7.3	17.1	28.8	16.6	28.6
Wheaton	50.3	.0201	32.2	11.4	19.6	23.2	21.4	18.4
McHenry	174.7	.0700	32.2	8.4	18.4	23.3	21.6	61.9
SUBURBAN TOTAL	3,095.9	1.2393	33.7	9.5	17.7	23.1	24.6	1,129.4
CHICAGO–GARY–LAKE COUNTY CONSOLIDATED AREA	***8,215.8***	***3.2884***	***32.7***	***10.3***	***17.8***	***21.4***	***24.4***	***3,017.3***
DAVENPORT–ROCK ISLAND–MOLINE	**367.5**	**.1471**	**32.3**	**10.4**	**17.5**	**20.4**	**24.9**	**142.0**
Henry	53.9	.0216	34.2	8.6	15.4	21.0	27.9	20.2
Rock Island	155.5	.0622	33.3	10.8	16.6	20.1	27.1	60.8
● Moline	43.6	.0175	34.6	10.7	16.8	19.6	29.7	18.3
● Rock Island	42.4	.0170	33.5	12.6	15.4	17.1	30.6	16.8
Scott, Iowa	*158.1*	*.0633*	*30.9*	*10.7*	*19.1*	*20.6*	*21.6*	*61.0*
● Davenport	*97.5*	*.0390*	*31.0*	*11.8*	*19.5*	*18.4*	*23.7*	*39.2*
SUBURBAN TOTAL	184.0	.0736	32.3	9.1	17.1	22.5	23.0	67.7
DECATUR	**123.7**	**.0495**	**33.3**	**10.0**	**16.6**	**20.5**	**26.7**	**48.2**
Macon	123.7	.0495	33.3	10.0	16.6	20.5	26.7	48.2
● Decatur	88.2	.0353	33.8	10.7	16.3	18.9	29.1	35.7
SUBURBAN TOTAL	35.5	.0142	32.2	8.3	17.4	24.5	20.7	12.5
JOLIET	**388.9**	**.1556**	**30.4**	**9.8**	**19.4**	**21.7**	**19.3**	**130.3**
Grundy	34.5	.0138	32.7	9.4	16.8	21.0	25.2	12.9
Will	354.4	.1418	30.2	9.8	19.6	21.8	18.8	117.4
● Joliet	76.2	.0305	32.0	11.3	17.6	17.0	27.8	28.0
SUBURBAN TOTAL	312.7	.1251	30.0	9.4	19.8	22.9	17.3	102.3
KANKAKEE	**101.3**	**.0406**	**32.1**	**10.3**	**16.4**	**19.8**	**25.4**	**36.9**
Kankakee	101.3	.0406	32.1	10.3	16.4	19.8	25.4	36.9
● Kankakee	27.9	.0112	33.1	10.4	15.8	17.0	29.9	11.0
SUBURBAN TOTAL	73.4	.0294	31.7	10.3	16.8	20.8	23.6	25.9
LAKE COUNTY	**508.2**	**.2035**	**31.1**	**11.7**	**18.2**	**23.0**	**19.9**	**171.7**
Lake	508.2	.2035	31.1	11.7	18.2	23.0	19.9	171.7
● North Chicago	43.9	.0176	23.3	35.7	17.3	12.9	10.9	8.5
● Waukegan	76.6	.0307	31.2	12.0	18.5	19.0	24.0	28.9
SUBURBAN TOTAL	387.7	.1552	32.3	8.9	18.2	24.9	20.2	134.3
PEORIA	**346.9**	**.1388**	**32.5**	**10.3**	**17.5**	**20.5**	**25.0**	**132.2**
Peoria	186.9	.0748	32.6	10.9	17.6	19.5	26.2	72.7
● Peoria	110.7	.0443	32.2	12.1	17.5	18.1	27.0	44.2
Tazewell	125.9	.0504	32.4	9.5	17.7	22.1	23.2	47.6
● Pekin	31.6	.0126	33.5	10.0	17.0	20.3	27.2	13.0
Woodford	34.1	.0136	32.3	9.5	16.7	20.2	25.3	11.9

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
AURORA–ELGIN	**2,669,811**	**505,211**	**237,414**	**321,865**	**152,493**	**542,595**	**120,137**
Kane	2,556,102	477,350	227,490	312,527	145,381	527,497	118,171
● Aurora	999,749	120,089	77,991	211,665	78,914	189,256	37,000
● Elgin	580,826	100,810	33,440	54,672	27,610	166,649	24,915
Kendall	113,709	27,861	9,924	9,338	7,112	15,098	1,966
SUBURBAN TOTAL	1,089,236	284,312	125,983	55,528	45,969	186,690	58,222
BLOOMINGTON–NORMAL	**971,389**	**149,656**	**96,123**	**147,429**	**53,827**	**196,794**	**41,870**
McLean	971,389	149,656	96,123	147,429	53,827	196,794	41,870
● Bloomington	645,576	106,206	60,655	106,248	42,870	138,036	30,794
● Normal	206,974	18,238	31,166	41,062	9,101	32,291	9,310
SUBURBAN TOTAL	118,839	25,212	4,302	119	1,856	26,467	1,766
CHAMPAIGN–URBANA–RANTOUL	**1,307,003**	**232,642**	**157,524**	**194,587**	**63,900**	**209,539**	**44,057**
Champaign	1,307,003	232,642	157,524	194,587	63,900	209,539	44,057
● Champaign	684,709	110,439	89,820	141,964	37,534	92,289	28,804
● Rantoul	116,685	1,501	25,360	12,672	3,358	38,051	3,810
● Urbana	207,439	54,474	30,273	12,835	6,491	33,482	8,346
SUBURBAN TOTAL	298,170	66,228	12,071	27,116	16,517	45,717	3,097
CHICAGO	**45,021,951**	**7,830,818**	**4,797,524**	**5,045,839**	**2,839,192**	**8,853,426**	**2,511,240**
Cook	35,431,590	6,402,240	4,035,268	3,968,976	2,298,624	6,684,985	2,114,026
Arlington Heights	942,223	177,330	77,171	72,199	110,577	262,913	53,278
Berwyn	302,227	31,795	34,492	31,420	14,187	91,263	26,805
● Chicago	13,937,381	2,795,414	2,119,360	1,431,418	820,034	1,632,841	1,024,439
● Chicago Heights	326,339	17,567	30,031	16,526	4,514	190,191	9,168
Cicero	178,903	43,250	32,112	1,149	9,933	27,596	15,470
Des Plaines	542,861	83,418	92,555	15,231	23,595	158,680	22,373
● Evanston	525,868	106,776	61,568	7,420	66,732	68,058	24,744
Mount Prospect	502,239	105,436	37,725	90,283	37,357	56,957	28,849
Oak Lawn	913,472	163,942	51,683	84,930	37,375	374,076	42,321
Oak Park	280,092	66,085	34,337	2,455	13,190	54,804	24,496
Schaumburg	1,750,830	138,394	78,168	317,862	144,946	614,151	34,901
Skokie	836,063	70,860	56,620	159,120	95,062	174,083	27,533
Du Page	8,523,333	1,204,364	664,249	989,150	500,754	1,900,115	337,473
Downers Grove	729,791	112,735	54,307	71,524	84,515	225,857	28,199
Elmhurst	539,576	65,340	31,055	103	14,091	298,627	18,601
Naperville	1,128,244	409,312	96,364	81,643	54,110	204,994	44,130
Wheaton	284,140	61,134	17,486	5,162	21,497	60,102	24,154
McHenry	1,067,028	224,214	98,007	87,713	39,814	268,326	59,741
SUBURBAN TOTAL	30,232,363	4,911,061	2,586,565	3,590,475	1,947,912	6,962,336	1,452,889
CHICAGO–GARY–LAKE COUNTY CONSOLIDATED AREA	***58,368,209***	***10,317,461***	***6,010,166***	***6,430,979***	***3,510,848***	***12,047,965***	***3,127,825***
DAVENPORT–ROCK ISLAND–MOLINE	**2,473,393**	**497,651**	**242,930**	**300,342**	**117,841**	**573,634**	**111,556**
Henry	281,630	62,363	28,855	28,795	12,306	71,615	12,017
Rock Island	973,974	185,269	102,137	119,734	46,935	230,871	59,348
● Moline	473,690	63,840	53,218	91,286	37,859	93,464	21,158
● Rock Island	184,024	37,964	20,421	16,650	4,649	44,595	13,335
Scott, Iowa	*1,217,789*	*250,019*	*111,938*	*151,813*	*58,600*	*271,148*	*40,191*
● Davenport	*883,893*	*172,637*	*79,666*	*110,568*	*50,919*	*222,803*	*30,430*
SUBURBAN TOTAL	931,786	223,210	89,625	81,838	24,414	212,772	46,633
DECATUR	**853,212**	**160,790**	**82,766**	**129,078**	**33,579**	**182,608**	**41,703**
Macon	853,212	160,790	82,766	129,078	33,579	182,608	41,703
● Decatur	738,487	147,571	76,185	98,972	27,283	168,436	38,690
SUBURBAN TOTAL	114,725	13,219	6,581	30,106	6,296	14,172	3,013
JOLIET	**2,093,219**	**413,507**	**190,080**	**196,016**	**80,083**	**497,496**	**111,969**
Grundy	169,719	33,793	19,318	19,494	4,757	33,776	7,392
Will	1,923,500	379,714	170,762	176,522	75,326	463,720	104,577
● Joliet	845,642	166,693	71,263	116,799	40,430	211,825	46,236
SUBURBAN TOTAL	1,247,577	246,814	118,817	79,217	39,653	285,671	65,733
KANKAKEE	**610,003**	**130,128**	**45,982**	**76,760**	**21,743**	**168,477**	**32,231**
Kankakee	610,003	130,128	45,982	76,760	21,743	168,477	32,231
● Kankakee	254,194	47,054	19,083	39,516	12,101	44,618	23,757
SUBURBAN TOTAL	355,809	83,074	26,899	37,244	9,642	123,859	8,474
LAKE COUNTY	**4,423,284**	**748,296**	**387,984**	**396,605**	**262,406**	**1,273,078**	**187,667**
Lake	4,423,284	748,296	387,984	396,605	262,406	1,273,078	187,667
● North Chicago	62,479	14,359	22,492	3,209	102	3,218	1,663
● Waukegan	713,015	97,783	57,422	120,761	33,754	213,642	31,105
SUBURBAN TOTAL	3,647,790	636,154	308,070	272,635	228,550	1,056,218	154,899
PEORIA	**2,352,146**	**407,625**	**204,279**	**305,224**	**112,956**	**604,059**	**90,299**
Peoria	1,389,826	229,406	133,030	203,917	78,461	246,731	59,619
● Peoria	1,019,234	154,106	100,994	159,566	74,853	151,630	41,409
Tazewell	814,326	153,644	62,213	99,477	28,858	284,827	27,608
● Pekin	323,296	66,836	22,291	55,374	13,026	100,771	11,339
Woodford	147,994	24,575	9,036	1,830	5,637	72,501	3,072

ILL. (cont.)

POPULATION—12/31/89

S&MM ESTIMATES

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
SUBURBAN TOTAL	204.6	.0819	32.5	9.4	17.5	21.8	23.7	75.0	1,009,616	186,683	80,994	90,284	25,077	351,658	37,551
ROCKFORD	**285.5**	**.1142**	**32.6**	**9.7**	**17.5**	**21.3**	**24.6**	**108.8**	**2,020,499**	**437,721**	**198,333**	**268,971**	**122,814**	**374,294**	**70,702**
Boone	31.1	.0124	32.6	8.9	16.5	22.7	23.3	11.3	172,397	44,232	18,871	12,281	5,271	55,445	4,780
Winnebago	254.4	.1018	32.7	9.8	17.7	21.1	24.7	97.5	1,848,102	393,489	179,462	256,690	117,543	318,849	65,922
• Rockford	137.4	.0550	33.1	10.4	17.7	18.6	28.0	55.4	1,234,949	290,779	122,050	157,349	87,295	229,778	49,667
SUBURBAN TOTAL	148.1	.0592	32.3	8.9	17.4	23.8	21.4	53.4	785,550	146,942	76,283	111,622	35,519	144,516	21,035
SPRINGFIELD	**196.1**	**.0785**	**33.7**	**9.3**	**18.3**	**20.2**	**27.5**	**80.9**	**1,440,907**	**249,976**	**155,626**	**243,804**	**70,582**	**269,514**	**69,637**
Menard	12.5	.0050	35.6	7.6	15.7	21.6	29.3	4.7	34,981	12,675	1,259	2,800	618	7,197	1,569
Sangamon	183.6	.0735	33.6	9.4	18.5	20.1	27.3	76.2	1,405,926	237,301	154,367	241,004	69,964	262,317	68,068
• Springfield	102.4	.0410	33.9	10.2	19.0	18.2	29.6	45.2	1,226,344	193,985	134,367	228,049	54,720	244,259	62,362
SUBURBAN TOTAL	93.7	.0375	33.6	8.4	17.5	22.4	25.1	35.7	214,563	55,991	21,259	15,755	15,862	25,255	7,275
OTHER COUNTIES															
Adams	68.1	.0272	34.8	10.1	15.3	19.1	30.6	26.8	399,905	87,753	33,717	73,167	19,964	86,785	16,337
Quincy	39.5	.0158	36.5	11.3	14.7	17.3	34.5	16.6	368,689	81,243	30,511	67,692	18,638	81,466	16,211
Alexander	11.6	.0047	36.6	8.1	13.4	17.2	34.8	4.7	43,312	14,072	3,742	2,416	1,137	11,124	1,493
Bond	16.5	.0066	35.4	12.2	13.6	18.6	32.0	6.2	50,614	12,145	4,672	1,482	1,411	13,104	3,365
Brown	5.8	.0024	45.9	6.3	11.7	15.0	46.1	2.0	11,214	3,646	1,085	213	221	1,256	536
Bureau	37.2	.0148	36.1	8.4	14.5	19.1	32.3	14.1	144,892	30,764	10,955	13,852	7,208	30,455	3,600
Calhoun	5.8	.0024	38.6	8.0	12.4	20.3	35.0	2.1	17,403	3,106	3,310	184	181	6,262	421
Carroll	17.6	.0070	36.4	8.2	14.7	19.6	32.5	7.0	64,318	21,274	7,273	1,607	1,659	11,547	3,163
Cass	14.3	.0057	36.1	8.1	14.9	19.8	31.8	5.4	45,723	18,273	2,698	1,697	1,516	8,389	2,243
Christian	35.9	.0144	36.2	8.5	14.5	19.8	32.0	14.4	193,981	50,487	13,056	27,194	5,689	50,955	7,959
Clark	16.7	.0067	37.7	8.3	14.0	19.6	34.2	6.8	67,815	18,257	7,388	6,136	959	11,939	2,664
Clay	15.0	.0060	37.6	8.3	13.9	18.3	35.1	6.1	55,125	13,138	3,978	8,151	2,105	10,361	2,510
☐ Clinton	34.4	.0137	32.3	10.5	15.1	19.0	26.9	12.1	145,003	27,590	11,908	11,990	8,583	29,206	3,376
Coles	52.2	.0209	30.6	21.3	14.6	17.1	26.4	19.5	364,561	50,956	35,157	64,197	12,538	94,054	18,413
Crawford	20.2	.0081	37.6	8.5	14.7	19.6	34.0	8.1	95,140	20,781	5,712	13,525	1,913	24,556	3,870
Cumberland	11.2	.0045	34.4	8.9	15.0	19.0	30.1	4.4	32,506	9,635	1,604	369	1,308	6,475	545
De Kalb	76.2	.0305	27.8	24.3	16.3	17.3	20.9	26.8	474,344	93,530	47,963	32,010	20,635	131,835	12,706
De Witt	18.1	.0073	35.5	8.5	15.3	20.8	30.0	7.2	90,317	19,570	6,712	9,418	1,977	37,163	2,104
Douglas	20.0	.0080	34.9	9.2	14.9	20.7	29.2	7.6	93,364	23,308	8,492	1,869	5,066	15,201	2,464
Edgar	20.2	.0080	37.0	8.0	14.5	19.4	33.4	8.3	117,617	34,789	7,941	6,947	2,439	37,719	5,803
Edwards	8.3	.0034	36.9	8.7	14.6	18.4	34.1	3.6	26,688	11,560	974	391	1,177	2,589	914
Effingham	33.7	.0135	32.3	9.7	16.2	19.1	26.6	12.4	295,003	46,381	22,690	26,996	11,114	57,300	5,303
Fayette	22.0	.0088	36.3	9.4	14.7	18.8	33.0	8.2	79,856	15,059	5,900	11,148	2,262	21,705	1,945
Ford	14.3	.0057	37.4	8.3	13.9	20.3	33.1	5.8	68,627	13,490	7,751	4,102	5,762	12,381	2,032
Franklin	42.7	.0171	38.2	7.9	13.9	19.0	35.6	17.5	221,982	48,756	17,988	28,649	7,290	59,857	11,680
Fulton	39.2	.0157	35.8	8.5	15.0	19.6	31.5	15.4	186,501	62,047	16,340	13,890	5,687	34,116	10,295
Gallatin	7.2	.0028	37.2	7.9	13.9	20.8	32.6	2.8	16,281	4,811	883	487	847	3,744	865
Greene	16.0	.0065	37.2	8.6	13.2	18.7	34.2	6.3	41,239	13,457	4,316	868	428	7,783	3,227
Hamilton	9.2	.0036	40.2	8.0	12.7	19.1	38.1	3.9	36,245	8,773	1,745	1,365	1,141	11,113	2,159
Hancock	23.0	.0092	36.4	9.0	14.4	19.0	32.8	9.2	57,281	11,052	4,546	1,174	1,366	20,912	2,509
Hardin	5.6	.0023	38.2	7.2	14.4	19.7	34.8	2.2	13,514	4,765	537	270	571	3,529	485
Henderson	9.3	.0037	34.8	9.0	14.8	20.7	29.1	3.5	14,000	4,343	2,522	33	328	1,303	207
Iroquois	31.8	.0127	36.3	8.4	14.4	20.1	31.8	12.4	112,841	27,726	9,568	9,110	3,263	21,924	3,522
Jackson	60.7	.0243	27.7	25.9	18.1	15.4	21.3	23.8	402,199	69,000	42,811	76,166	14,656	59,981	10,426
Jasper	11.5	.0046	35.4	9.3	13.8	18.6	32.0	4.3	39,563	9,694	1,888	1,816	1,517	12,777	22
Jefferson	37.6	.0151	35.1	8.6	16.0	19.0	31.2	15.6	268,023	42,308	26,799	50,623	12,505	46,663	9,406
☐ Jersey	21.3	.0085	33.2	11.5	14.9	20.8	26.6	7.4	111,924	14,885	8,581	18,297	3,169	41,451	3,576
Jo Daviess	23.9	.0096	34.0	8.5	15.4	19.7	28.8	9.1	83,052	20,355	9,674	1,635	1,260	16,162	4,654
Johnson	10.3	.0041	35.3	10.7	19.5	20.7	29.8	3.3	25,416	7,866	1,963	1,077	1,385	5,378	445

AMERICA'S BEST #2 MARKET

PEORIA

Metro Peoria, second only to Chicago in Illinois, has lower media costs than almost all second markets in America. It's a Nielsen Data Market, and a Belden C.M.S. Market. Peoria's balanced demographics and media isolation make it ideal for test and control marketing. And one newspaper reaches over 130,000 households whose median household EBI of $30,394 ranks 43rd nationally. Call for details.

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National Representatives: CWO&O

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
Knox	57.5	.0230	35.3	9.9	15.9	19.8	30.7	22.5
La Salle	107.1	.0428	35.8	9.5	14.8	19.6	31.6	42.1
Lawrence	16.6	.0067	38.3	8.2	14.0	18.2	36.0	6.4
Lee	35.6	.0142	34.1	9.5	16.6	20.2	28.4	13.1
Livingston	42.0	.0168	34.2	10.7	16.6	19.4	29.2	14.9
Logan	31.2	.0125	35.1	12.6	16.3	19.8	30.4	10.7
McDonough	35.3	.0141	27.9	26.9	14.1	15.5	24.5	12.4
Macoupin	50.9	.0204	36.3	8.9	14.5	18.9	32.8	20.0
☐ Madison	253.6	.1015	34.1	10.4	15.6	21.0	27.7	96.8
● Alton	32.9	.0132	35.1	10.5	14.7	17.1	33.0	13.2
● Granite City	34.8	.0139	34.1	10.8	15.5	20.1	28.5	13.4
Marion	44.6	.0178	36.0	8.9	14.5	19.6	31.9	17.2
Marshall	13.5	.0054	35.5	8.5	14.8	19.7	31.0	5.1
Mason	17.8	.0072	34.6	8.1	15.4	20.1	29.2	6.7
Massac	15.3	.0061	38.1	8.5	13.6	20.1	34.4	6.3
Mercer	19.0	.0076	34.6	8.1	15.4	22.0	27.3	7.0
☐ Monroe	22.6	.0091	35.1	9.2	14.6	21.7	28.5	8.3
Montgomery	32.5	.0130	37.3	8.5	14.1	18.2	34.8	12.4
Morgan	37.5	.0150	34.6	11.4	15.1	19.6	29.9	14.4
Moultrie	14.9	.0059	36.1	8.4	15.2	20.1	31.5	5.4
Ogle	46.3	.0186	33.9	8.9	15.6	22.0	26.3	17.6
Perry	22.5	.0090	35.8	8.2	15.3	18.9	32.0	8.8
Piatt	16.9	.0067	34.9	8.0	15.9	22.0	27.8	6.5
Pike	18.0	.0072	38.6	7.7	13.8	18.7	36.1	7.4
Pope	4.7	.0019	37.2	10.1	12.5	19.4	33.7	1.9
Pulaski	8.8	.0036	37.2	8.2	12.1	16.2	36.3	3.5
Putnam	6.1	.0024	33.2	9.2	16.7	20.7	26.3	2.2
Randolph	36.5	.0146	34.0	10.3	17.7	19.0	29.1	12.7
Richland	16.5	.0066	36.2	9.6	14.7	20.5	31.3	6.7
☐ St. Clair	269.1	.1078	32.1	10.4	15.7	19.7	25.7	97.5
● Belleville	43.4	.0174	39.0	9.8	15.3	17.3	37.3	18.1
● East St. Louis	47.8	.0191	26.1	10.5	14.4	16.4	20.7	15.3
Saline	28.1	.0112	39.6	8.2	13.5	19.4	36.9	12.0
Schuyler	8.0	.0032	37.6	7.6	14.9	19.1	34.4	3.1
Scott	6.2	.0025	37.6	9.2	13.4	19.4	34.1	2.4
Shelby	24.3	.0097	36.2	8.4	14.0	19.9	31.9	9.3
Stark	6.8	.0027	36.1	8.3	14.2	19.2	32.3	2.5
Stephenson	49.7	.0199	34.9	9.3	15.5	20.3	29.5	19.5
Union	18.3	.0073	40.3	6.9	15.2	18.7	38.6	7.7
Vermilion	90.0	.0361	34.8	9.0	15.7	19.9	29.7	35.3
Wabash	14.0	.0056	34.6	9.9	15.6	19.0	30.4	5.5
Warren	20.7	.0082	34.3	10.7	14.6	19.3	29.7	7.9
Washington	16.1	.0065	37.5	8.0	14.1	18.5	34.9	6.1
Wayne	17.7	.0071	38.5	8.4	13.1	19.5	35.4	7.4
White	17.3	.0069	39.5	8.2	14.0	19.8	36.5	7.2
Whiteside	63.9	.0256	33.1	9.7	15.7	20.3	26.6	24.2
Williamson	60.8	.0244	36.2	8.6	16.3	20.7	31.2	24.8
TOTAL METRO COUNTIES	**9,638.5**	**3.8578**	**32.6**	**10.6**	**17.7**	**21.1**	**24.7**	**3,575.8**
TOTAL STATE	**11,696.9**	**4.6817**	**33.0**	**10.7**	**17.2**	**20.8**	**25.7**	**4,371.4**

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
Knox	345,070	73,022	25,678	53,599	18,606	72,753	13,216
La Salle	766,217	174,834	60,583	84,025	29,391	197,181	33.919
Lawrence	63,212	14,373	3,683	10,337	2,062	11,988	2,364
Lee	174,401	38,023	14,802	6,626	7,084	51,915	11,737
Livingston	187,584	43,050	16,864	17,241	9,128	55,577	6,020
Logan	170,122	34,128	15,946	21,905	8,388	31,061	4,919
McDonough	173,346	32,199	24,063	29,188	6,060	30,683	8,398
Macoupin	229,419	41,195	14,007	14,967	9,032	52,630	11,492
☐ Madison	1,617,288	341,951	165,382	212,453	44,453	389,390	53,916
● Alton	353,059	33,610	35,949	65,863	15,680	97,721	10,701
● Granite City	237,250	62,404	28,085	18,349	5,473	42,100	13,037
Marion	256,126	53,543	21,636	34,828	9,524	69,490	12,787
Marshall	47,024	12,892	4,932	1,578	940	10,218	2,450
Mason	51,548	15,328	5,959	3,154	1,375	8,382	1,900
Massac	48,944	12,318	3,297	1,057	756	10,567	3,578
Mercer	49,503	10,003	5,346	10,487	1,642	7,847	1,776
☐ Monroe	125,393	26,229	12,327	13,656	3,484	31,621	3,436
Montgomery	151,775	32,081	15,980	20,847	3,696	37,013	6,875
Morgan	252,328	42,036	22,609	39,849	10,492	61,338	10,799
Moultrie	50,924	14,041	5,428	653	806	13,791	3,639
Ogle	172,145	44,238	12,438	8,197	3,185	47,092	6,539
Perry	85,324	21,246	6,563	11,777	2,433	8,780	6,251
Piatt	73,766	15,899	5,582	4,217	3,140	31,609	2,384
Pike	66,299	16,114	4,954	8,781	1,668	12,991	780
Pope	3,923	771	270	152	42	1,785	121
Pulaski	12,631	5,714	670	171	502	2,040	483
Putnam	17,847	5,361	1,036	30	119	5,335	1,369
Randolph	201,142	46,405	18,379	30,011	4,995	59,609	5,735
Richland	89,680	13,333	7,341	18,316	3,035	15,845	3,845
☐ St. Clair	1,582,454	290,529	141,694	346,195	89,624	270,425	50,542
● Belleville	484,544	103,409	36,030	41,479	21,825	166,073	20,882
● East St. Louis	93,382	24,217	12,688	2,550	2,166	1,691	7,931
Saline	159,814	39,367	13,493	26,960	5,960	28,658	8,296
Schuyler	33,441	8,536	2,891	334	1,742	6,071	3,406
Scott	15,505	3,967	1,330	182	99	5,693	653
Shelby	61,441	18,626	3,651	1,732	2,278	18,008	2,539
Stark	13,057	3,640	597	36	209	5,672	57
Stephenson	287,657	70,418	22,703	19,578	11,407	90,283	17,277
Union	74,278	18,376	6,200	12,698	3,066	18,079	2,714
Vermilion	520,818	127,466	48,352	76,104	17,899	99,553	21,852
Wabash	68,094	17,783	8,160	9,347	1,418	16,432	2,365
Warren	97,717	22,469	6,893	9,749	3,306	26,075	1,855
Washington	62,345	9,174	4,021	1,002	2,859	18,987	3,534
Wayne	75,779	31,005	3,669	8,271	1,969	9,958	1,831
White	79,505	26,340	5,038	12,517	1,858	18,684	1,756
Whiteside	343,318	66,838	32,593	58,457	13,090	78,101	16,941
Williamson	374,701	49,860	28,156	31,116	13,147	138,497	12,681
TOTAL METRO COUNTIES	**68,601,090**	**12,215,186**	**7,024,519**	**8,077,298**	**4,022,129**	**14,236,459**	**3,507,723**
TOTAL STATE	**78,949,322**	**14,488,125**	**7,914,662**	**9,271,608**	**4,401,022**	**16,711,127**	**3,929,148**

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
AURORA–ELGIN	**5,215,510**	**32,336**	**16.6**	**28.2**	**23.3**	**21.7**	**.1547**
Kane	4,659,738	32,353	16.8	27.9	22.7	22.3	.1409
● Aurora	1,246,219	29,734	18.7	28.9	21.0	18.6	.0437
● Elgin	979,665	28,861	19.6	29.6	20.6	17.4	.0305
Kendall	555,772	32,215	14.7	31.0	27.9	16.6	.0138
SUBURBAN TOTAL	2,989,626	35,127	14.4	27.4	25.4	24.8	.0805
BLOOMINGTON–NORMAL	**1,754,397**	**28,017**	**20.9**	**26.1**	**19.2**	**19.0**	**.0538**
McLean	1,754,397	28,017	20.9	26.1	19.2	19.0	.0538
● Bloomington	721,052	23,856	24.0	26.1	16.8	14.9	.0262

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
● Normal	503,565	30,950	19.4	24.3	19.2	24.4	.0146
SUBURBAN TOTAL	529,780	31,761	17.2	27.6	23.0	20.9	.0130
CHAMPAIGN–URBANA–RANTOUL	**2,128,542**	**23,094**	**24.4**	**26.3**	**15.7**	**14.1**	**.0692**
Champaign	2,128,542	23,094	24.4	26.3	15.7	14.1	.0692
● Champaign	744,179	20,688	23.9	24.3	14.3	12.6	.0281
● Rantoul	222,078	21,301	33.3	28.6	15.3	10.1	.0071
● Urbana	416,056	20,173	25.9	23.9	12.7	13.6	.0129
SUBURBAN TOTAL	746,229	28,033	21.3	29.5	19.5	17.1	.0211

ILL. (cont.)

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
CHICAGO	**93,447,201**	**30,967**	**16.9**	**23.8**	**18.9**	**24.6**	**2.7031**
Cook	75,927,082	28,984	17.9	24.1	18.0	22.5	2.1938
Arlington Heights	1,373,638	46,159	10.0	18.6	22.9	43.8	.0431
Berwyn	690,407	27,537	21.0	26.0	18.3	19.1	.0193
● Chicago	37,468,287	23,173	20.6	24.3	15.1	16.4	1.0539
● Chicago Heights	419,568	27,613	18.3	25.2	19.2	18.6	.0149
Cicero	836,553	25,398	22.7	27.5	17.7	15.4	.0208
Des Plaines	941,750	38,779	13.1	24.1	23.8	32.0	.0282
● Evanston	1,297,772	31,959	18.0	25.9	16.8	28.3	.0345
Mount Prospect	997,133	41,016	11.3	22.5	23.8	36.3	.0282
Oak Lawn	943,758	36,613	14.6	23.9	21.7	31.0	.0349
Oak Park	947,215	30,761	19.0	26.5	18.1	24.9	.0236
Schaumburg	1,181,735	40,415	11.1	24.5	28.0	32.3	.0538
Skokie	1,189,747	41,254	13.6	21.1	20.7	38.2	.0374
Du Page	14,987,016	43,672	10.0	20.9	23.9	40.2	.4382
Downers Grove	925,355	44,471	11.7	18.9	22.3	41.8	.0304
Elmhurst	829,078	43,684	11.2	20.8	22.8	40.9	.0255
Naperville	1,743,971	53,707	7.7	13.3	19.4	56.1	.0530
Wheaton	1,008,670	44,420	10.6	20.7	22.7	41.6	.0243
McHenry	2,533,103	33,628	15.7	27.2	25.0	22.6	.0711
SUBURBAN TOTAL	54,261,574	38,619	13.1	23.1	22.8	33.0	1.5998
CHICAGO–GARY–LAKE COUNTY CONSOLIDATED AREA	***121,416,054***	***31,238***	***16.6***	***24.5***	***19.7***	***24.1***	***3.5212***
DAVENPORT–ROCK ISLAND–MOLINE	**4,995,095**	**28,073**	**18.9**	**28.7**	**20.6**	**16.3**	**.1486**
Henry	709,893	28,280	19.1	28.1	19.6	17.4	.0200
Rock Island	2,176,080	28,577	18.1	27.8	21.0	17.4	.0626
● Moline	678,857	28,926	18.1	28.0	20.6	19.0	.0221
● Rock Island	563,287	25,173	21.3	26.5	18.5	14.7	.0152
Scott, Iowa	*2,109,122*	*27,601*	*19.8*	*29.8*	*20.5*	*14.8*	*.0660*
● *Davenport*	*1,261,103*	*25,172*	*22.0*	*29.9*	*18.1*	*12.3*	*.0424*
SUBURBAN TOTAL	2,491,848	30,341	16.8	29.0	22.5	18.1	.0689
DECATUR	**1,727,001**	**27,923**	**18.4**	**28.4**	**19.4**	**17.7**	**.0511**
Macon	1,727,001	27,923	18.4	28.4	19.4	17.7	.0511
● Decatur	1,239,968	25,970	20.0	27.9	17.5	16.5	.0388
SUBURBAN TOTAL	487,033	33,090	14.3	29.3	25.2	20.9	.0123
JOLIET	**5,240,826**	**33,840**	**14.6**	**26.8**	**25.1**	**22.5**	**.1473**
Grundy	522,379	34,350	15.9	24.4	24.0	24.8	.0136
Will	4,718,447	33,792	14.4	27.3	25.2	22.2	.1337
● Joliet	985,908	27,535	19.3	25.5	18.5	17.8	.0358
SUBURBAN TOTAL	4,254,918	35,320	13.3	27.3	26.8	23.8	.1115
KANKAKEE	**1,154,756**	**24,278**	**21.8**	**30.1**	**16.8**	**12.1**	**.0364**
Kankakee	1,154,756	24,278	21.8	30.1	16.8	12.1	.0364
● Kankakee	316,426	20,747	24.4	29.1	11.9	10.5	.0115
SUBURBAN TOTAL	838,330	25,763	20.7	30.5	18.8	12.8	.0249
LAKE COUNTY	**8,722,856**	**37,577**	**13.9**	**23.0**	**21.2**	**32.9**	**.2504**
Lake	8,722,856	37,577	13.9	23.0	21.2	32.9	.2504
● North Chicago	465,299	23,901	25.8	33.1	16.1	12.2	.0117
● Waukegan	1,075,976	29,598	19.1	26.3	20.1	20.8	.0349
SUBURBAN TOTAL	7,181,581	40,555	12.0	21.7	21.6	36.9	.2038
PEORIA	**5,106,303**	**30,394**	**16.9**	**28.1**	**20.3**	**21.2**	**.1464**
Peoria	2,888,337	30,499	17.1	26.0	19.1	23.1	.0831
● Peoria	1,724,507	28,480	18.3	25.1	17.2	22.4	.0529
Tazewell	1,802,429	30,821	16.3	29.9	21.9	19.8	.0517
● Pekin	436,423	26,468	21.0	26.7	19.7	15.5	.0148
Woodford	415,537	28,488	18.0	33.0	21.6	14.8	.0116
SUBURBAN TOTAL	2,945,373	31,903	15.4	30.0	22.3	21.4	.0787
ROCKFORD	**3,871,273**	**29,018**	**18.4**	**29.4**	**21.4**	**16.3**	**.1170**
Boone	353,180	26,279	20.8	32.8	21.0	9.9	.0109
Winnebago	3,518,093	29,372	18.1	29.1	21.5	17.0	.1061
● Rockford	1,893,517	26,848	20.1	29.0	18.7	15.2	.0613
SUBURBAN TOTAL	1,977,756	31,139	16.5	30.0	24.2	17.4	.0557
SPRINGFIELD	**2,491,806**	**23,564**	**23.6**	**29.0**	**17.6**	**11.4**	**.0787**
Menard	118,499	20,667	26.4	35.2	11.4	5.2	.0034
Sangamon	2,373,307	23,783	23.5	28.5	18.0	11.8	.0753
● Springfield	1,340,406	21,886	24.8	27.0	15.9	11.3	.0500
SUBURBAN TOTAL	1,151,400	25,649	22.2	31.4	19.8	11.5	.0287
OTHER COUNTIES							
Adams	716,218	20,101	26.3	30.6	12.5	7.2	.0232
Quincy	428,247	18,557	27.9	28.4	11.1	6.8	.0161
Alexander	96,029	13,375	23.9	22.3	8.7	4.6	.0033

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Bond	178,836	20,345	24.7	25.3	15.2	10.1	.0049
Brown	61,605	22,000	22.6	27.7	13.0	13.4	.0016
Bureau	488,662	26,529	21.5	28.5	18.4	16.0	.0129
Calhoun	53,395	18,560	25.9	26.7	12.1	7.7	.0016
Carroll	220,986	23,850	24.4	28.2	16.8	13.2	.0058
Cass	163,989	23,959	22.0	28.3	17.8	11.1	.0044
Christian	466,864	24,507	22.6	27.0	16.9	15.3	.0133
Clark	177,555	18,785	27.1	27.1	12.5	7.4	.0052
Clay	173,271	20,508	26.3	27.5	12.6	11.2	.0048
☐ Clinton	376,087	24,424	22.5	30.5	17.6	11.8	.0110
Coles	617,254	22,326	25.0	26.7	15.8	12.3	.0199
Crawford	302,324	28,202	19.8	25.4	18.7	21.2	.0079
Cumberland	106,625	18,296	29.8	29.6	10.1	5.8	.0030
De Kalb	955,046	26,539	21.1	28.2	19.2	15.1	.0290
De Witt	282,144	31,433	14.9	25.1	20.2	23.6	.0073
Douglas	244,593	25,790	22.6	30.0	19.1	12.1	.0069
Edgar	239,963	20,710	25.3	26.3	14.0	11.0	.0073
Edwards	117,007	24,672	25.0	26.2	18.7	13.4	.0029
Effingham	369,203	22,405	25.8	27.5	16.7	10.4	.0134
Fayette	229,662	19,710	28.4	26.9	12.9	9.4	.0067
Ford	157,707	20,596	29.7	31.3	12.5	7.6	.0047
Franklin	439,045	17,122	28.0	21.8	14.0	7.8	.0140
Fulton	405,066	20,785	24.8	30.8	13.9	7.1	.0125
Gallatin	67,095	16,933	26.4	24.5	10.5	7.8	.0019
Greene	141,271	16,618	30.6	25.9	10.2	4.4	.0042
Hamilton	127,070	23,565	22.5	25.5	15.9	15.6	.0032
Hancock	273,695	22,662	24.3	29.5	15.4	11.0	.0071
Hardin	37,883	12,361	30.7	20.7	4.7	2.5	.0013
Henderson	89,927	20,241	25.7	30.8	13.0	6.7	.0024
Iroquois	346,542	21,273	25.9	31.1	13.3	8.6	.0097
Jackson	667,689	17,681	25.7	21.7	11.7	11.7	.0221
Jasper	115,468	19,010	28.3	24.7	13.5	9.6	.0033
Jefferson	437,656	20,390	24.2	27.8	13.5	9.5	.0143
☐ Jersey	215,876	22,679	25.5	32.3	16.3	7.6	.0070
Jo Daviess	237,614	20,273	27.5	31.9	12.7	6.1	.0070
Johnson	71,771	15,868	30.2	25.6	9.2	4.1	.0024
Knox	611,584	20,823	26.6	31.0	14.1	6.8	.0199
La Salle	1,312,207	24,967	21.5	30.7	18.8	10.9	.0418
Lawrence	156,283	18,105	25.6	28.4	12.4	5.0	.0049
Lee	462,458	28,030	20.0	28.5	21.9	15.1	.0129
Livingston	482,221	25,192	21.5	31.5	18.1	12.1	.0139
Logan	345,165	24,518	23.3	29.8	18.3	11.4	.0108
McDonough	322,222	17,132	27.5	24.9	11.7	6.4	.0107
Macoupin	576,372	22,278	23.8	27.7	16.5	10.3	.0167
☐ Madison	2,828,116	23,620	22.4	29.8	18.2	9.4	.0915
● Alton	324,575	18,514	25.5	27.6	13.1	5.8	.0137
● Granite City	378,925	22,825	22.2	29.4	17.5	8.5	.0127
Marion	484,136	20,693	25.9	27.2	14.9	9.3	.0154
Marshall	151,390	23,976	20.9	33.3	15.2	10.6	.0043
Mason	190,467	22,262	22.8	31.7	14.1	9.6	.0052
Massac	137,548	15,878	27.0	25.1	10.8	4.3	.0041
Mercer	207,717	23,831	22.3	29.2	17.8	10.4	.0057
☐ Monroe	255,900	25,217	21.3	30.4	19.2	11.0	.0078
Montgomery	344,389	20,415	25.7	25.8	16.0	9.0	.0105
Morgan	453,793	22,688	24.6	27.9	16.1	11.7	.0143
Moultrie	153,417	22,374	24.1	31.3	15.8	8.4	.0044
Ogle	626,358	29,159	19.0	29.2	21.6	16.3	.0162
Perry	286,201	24,314	23.2	23.6	18.0	16.1	.0076
Piatt	194,772	23,888	23.6	33.2	17.1	9.2	.0057
Pike	164,999	15,648	31.0	24.0	8.8	5.1	.0050
Pope	41,814	15,830	27.9	24.0	10.5	4.6	.0011
Pulaski	70,916	13,594	27.1	20.5	8.1	5.3	.0020
Putnam	71,340	26,836	19.1	32.3	19.8	12.6	.0019
Randolph	379,699	23,472	23.0	31.0	16.1	10.0	.0122
Richland	204,850	22,534	23.8	29.5	14.5	11.4	.0060
☐ St. Clair	2,999,098	23,125	20.9	25.5	16.6	13.6	.0946
● Belleville	574,241	23,733	23.3	26.6	16.2	14.4	.0206
● East St. Louis	308,616	11,186	20.9	16.7	8.8	7.2	.0102
Saline	284,241	15,828	27.2	22.2	11.8	6.9	.0094
Schuyler	92,632	22,508	23.5	27.9	15.2	11.8	.0026
Scott	76,997	24,510	21.8	29.3	14.6	14.4	.0020
Shelby	239,635	19,752	26.2	30.3	12.6	6.5	.0066

ILL. (cont.)

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Stark	94,087	29,528	16.1	28.7	19.6	19.6	.0023
Stephenson	579,202	23,161	24.7	30.5	17.4	9.2	.0178
Union	191,742	17,062	30.8	25.7	8.5	7.8	.0055
Vermilion	1,051,370	22,897	22.4	29.2	16.1	11.1	.0323
Wabash	154,509	21,385	23.2	30.6	14.3	7.8	.0048
Warren	220,670	20,512	26.2	28.5	14.4	8.2	.0064
Washington	176,273	21,837	24.0	29.3	14.8	9.9	.0051

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Wayne	177,053	17,132	29.6	25.8	10.3	6.1	.0054
White	227,905	22,350	25.6	26.9	13.4	14.3	.0063
Whiteside	703,215	23,836	22.9	31.8	18.2	8.5	.0217
Williamson	535,004	16,103	28.7	27.9	8.8	3.8	.0195
TOTAL METRO COUNTIES	**140,421,521**	**30,222**	**17.5**	**24.9**	**19.4**	**22.7**	**4.1026**
TOTAL STATE	**163,535,104**	**28,438**	**18.7**	**25.6**	**18.6**	**20.4**	**4.7989**

Indiana

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
ANDERSON	**131.4**	**.0526**	**33.2**	**9.7**	**16.6**	**21.3**	**25.8**	**49.3**
Madison	131.4	.0526	33.2	9.7	16.6	21.3	25.8	49.3
• Anderson	60.5	.0242	33.4	11.1	16.1	18.9	28.6	24.0
SUBURBAN TOTAL	70.9	.0284	33.1	8.6	17.1	23.3	23.4	25.3
BLOOMINGTON	**103.1**	**.0413**	**27.3**	**26.2**	**19.3**	**17.2**	**17.9**	**37.9**
Monroe	103.1	.0413	27.3	26.2	19.3	17.2	17.9	37.9
• Bloomington	53.8	.0215	24.4	40.2	18.8	12.5	15.2	18.7
SUBURBAN TOTAL	49.3	.0198	31.5	10.8	20.1	22.3	20.7	19.2
ELKHART–GOSHEN	**152.3**	**.0610**	**32.0**	**9.5**	**18.0**	**21.2**	**23.3**	**56.0**
Elkhart	152.3	.0610	32.0	9.5	18.0	21.2	23.3	56.0
• Elkhart	45.9	.0184	32.5	10.2	18.4	18.2	27.1	18.6
• Goshen	22.6	.0090	32.4	13.3	17.5	18.3	27.1	8.9
SUBURBAN TOTAL	83.8	.0336	31.6	8.0	17.9	23.7	20.2	28.5
EVANSVILLE	**284.5**	**.1139**	**33.6**	**10.2**	**16.9**	**20.3**	**27.4**	**110.3**
Posey	26.4	.0105	32.2	9.5	17.7	21.2	23.9	9.4
Vanderburgh	166.9	.0668	34.7	11.0	16.4	19.2	30.3	67.5
• Evansville	136.1	.0545	34.9	11.4	16.4	17.7	32.1	56.6
Warrick	48.4	.0194	31.6	8.5	18.4	23.2	20.6	17.0
Henderson, Ky.	*42.8*	*.0172*	*33.0*	*9.6*	*17.1*	*20.7*	*25.8*	*16.4*
• Henderson	*26.3*	*.0105*	*33.8*	*10.0*	*16.9*	*19.6*	*28.3*	*10.6*
SUBURBAN TOTAL	122.1	.0489	32.3	9.0	17.6	23.3	21.9	43.1
FORT WAYNE	**367.9**	**.1472**	**31.6**	**10.2**	**18.2**	**20.3**	**23.6**	**135.4**
Allen	304.4	.1219	31.5	10.4	18.4	20.3	23.2	112.8
• Fort Wayne	183.4	.0734	31.8	11.8	18.6	17.6	26.4	73.6
De Kalb	35.6	.0142	32.1	9.3	16.5	20.5	24.7	12.6
Whitley	27.9	.0111	32.7	9.3	16.5	20.4	25.8	10.0
SUBURBAN TOTAL	184.5	.0738	31.5	8.6	17.7	23.0	20.8	61.8
GARY–HAMMOND	**619.2**	**.2478**	**31.3**	**10.5**	**16.9**	**20.9**	**22.9**	**217.2**
Lake	490.4	.1962	31.6	10.3	16.5	20.5	24.0	172.7
• East Chicago	36.1	.0144	31.5	11.2	14.5	17.7	27.3	13.1
• Gary	134.5	.0538	29.4	10.6	15.9	18.6	22.5	46.1
• Hammond	84.9	.0340	32.7	11.0	16.7	18.2	28.0	32.5
Porter	128.8	.0516	30.3	11.1	18.9	22.3	18.8	44.5
SUBURBAN TOTAL	363.7	.1456	31.6	10.3	17.5	22.6	21.5	125.5
INDIANAPOLIS	**1,254.9**	**.5025**	**32.3**	**10.2**	**18.0**	**21.3**	**23.8**	**473.0**
Boone	40.1	.0161	33.9	8.3	16.8	23.4	24.7	14.6
Hamilton	107.8	.0432	32.7	7.5	17.8	26.1	19.7	37.5
Hancock	48.6	.0194	32.5	8.2	16.9	24.8	20.9	16.8
Hendricks	79.3	.0318	32.0	8.8	18.0	24.0	20.5	26.4
Johnson	87.9	.0351	31.6	10.0	17.8	22.7	21.2	30.6
Marion	796.3	.3188	32.3	11.1	18.3	19.9	25.1	313.7
• Indianapolis	737.6	.2952	32.2	11.0	18.2	19.8	25.0	290.1
Morgan	55.0	.0221	32.2	8.7	16.6	23.6	21.7	19.0
Shelby	39.9	.0160	33.1	8.8	16.3	21.7	25.3	14.4
SUBURBAN TOTAL	517.3	.2073	32.5	9.0	17.5	23.6	22.1	182.9
KOKOMO	**100.5**	**.0403**	**32.8**	**9.1**	**16.8**	**22.8**	**23.5**	**38.1**
Howard	84.0	.0337	32.5	9.2	17.0	23.0	22.8	31.8

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
ANDERSON	**780,001**	**162,780**	**66,663**	**87,213**	**27,961**	**217,364**	**28,766**
Madison	780,001	162,780	66,663	87,213	27,961	217,364	28,766
• Anderson	547,380	120,393	51,412	58,659	22,569	142,233	19,291
SUBURBAN TOTAL	232,621	42,387	15,251	28,554	5,392	75,131	9,475
BLOOMINGTON	**693,235**	**132,897**	**80,240**	**105,534**	**30,646**	**138,698**	**20,261**
Monroe	693,235	132,897	80,240	105,534	30,646	138,698	20,261
• Bloomington	632,995	120,612	74,665	105,244	29,108	134,855	19,344
SUBURBAN TOTAL	60,240	12,285	5,575	290	1,538	3,843	917
ELKHART–GOSHEN	**1,188,438**	**212,831**	**99,831**	**100,105**	**32,191**	**413,866**	**40,570**
Elkhart	1,188,438	212,831	99,831	100,105	32,191	413,866	40,570
• Elkhart	688,083	111,696	50,527	72,525	15,645	262,379	22,995
• Goshen	227,440	44,902	18,574	12,587	6,377	86,034	8,321
SUBURBAN TOTAL	272,915	56,233	30,730	14,993	10,169	65,453	9,254
EVANSVILLE	**1,890,795**	**347,439**	**192,487**	**264,075**	**109,260**	**396,441**	**65,802**
Posey	79,305	18,103	5,286	5,508	3,362	25,374	3,895
Vanderburgh	1,375,809	226,403	148,527	204,029	87,925	267,483	42,617
• Evansville	1,332,884	222,470	143,399	196,022	83,279	263,252	41,961
Warrick	141,408	41,698	12,108	19,612	6,127	25,409	6,809
Henderson, Ky.	*294,273*	*61,235*	*26,566*	*34,926*	*11,846*	*78,175*	*12,481*
• Henderson	*289,366*	*58,660*	*26,080*	*34,761*	*11,727*	*77,609*	*12,423*
SUBURBAN TOTAL	268,545	66,309	23,008	33,292	14,254	55,580	11,418
FORT WAYNE	**2,869,537**	**469,130**	**292,533**	**395,351**	**164,464**	**661,544**	**108,733**
Allen	2,558,657	384,157	265,061	379,894	153,028	590,551	95,456
• Fort Wayne	2,212,799	295,721	228,458	362,333	140,942	539,427	83,241
De Kalb	195,373	45,854	16,761	11,957	7,397	52,346	7,559
Whitley	115,507	39,119	10,711	3,500	4,039	18,647	5,718
SUBURBAN TOTAL	656,738	173,409	64,075	33,018	23,522	122,117	25,492
GARY–HAMMOND	**3,482,395**	**708,351**	**318,762**	**406,431**	**150,370**	**771,355**	**179,222**
Lake	2,849,525	549,981	258,612	356,485	126,371	622,527	148,286
• East Chicago	95,169	24,539	14,825	11,168	3,118	15,021	8,817
• Gary	296,418	63,949	28,820	31,564	8,026	53,322	24,932
• Hammond	407,147	75,319	46,245	46,511	14,997	66,122	27,574
Porter	632,870	158,370	60,150	49,946	23,999	148,828	30,936
SUBURBAN TOTAL	2,683,661	544,544	228,872	317,188	124,229	636,890	117,899
INDIANAPOLIS	**10,530,491**	**1,517,475**	**1,102,092**	**1,357,829**	**547,014**	**2,624,641**	**340,343**
Boone	190,998	31,703	17,945	8,300	30,713	31,058	7,623
Hamilton	654,855	104,961	72,193	50,851	36,154	180,888	22,896
Hancock	187,050	38,271	15,171	9,936	4,013	55,009	8,858
Hendricks	331,673	81,727	30,097	34,186	10,690	73,624	7,766
Johnson	693,128	86,354	55,918	183,505	33,506	146,519	17,815
Marion	8,021,253	1,077,318	863,785	1,030,058	415,228	2,036,652	259,367
• Indianapolis	7,696,812	999,478	817,764	1,013,329	405,416	1,983,770	249,392
Morgan	278,832	58,678	30,865	11,906	10,140	66,449	8,662
Shelby	172,702	38,463	16,118	29,087	6,570	34,442	7,356
SUBURBAN TOTAL	2,833,679	517,997	284,328	344,500	141,598	640,871	90,951
KOKOMO	**786,189**	**121,186**	**71,614**	**109,264**	**31,179**	**252,515**	**26,142**
Howard	670,899	105,049	63,624	107,098	30,356	184,796	22,121

METRO & COUNTY TOTALS

IND. (cont.)

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)
				18-24 Years	25-34 Years	35-49 Years	50 & Over	
• Kokomo	45.4	.0182	32.7	10.0	17.2	19.9	26.1	18.5
Tipton	16.5	.0066	34.6	8.5	15.6	22.1	27.3	6.3
SUBURBAN TOTAL	55.1	.0221	33.0	8.4	16.3	25.3	21.4	19.6
LAFAYETTE–WEST LAFAYETTE	**125.8**	**.0504**	**27.4**	**24.4**	**17.6**	**17.0**	**19.7**	**44.9**
Tippecanoe	125.8	.0504	27.4	24.4	17.6	17.0	19.7	44.9
• Lafayette	44.8	.0179	32.3	12.4	19.3	18.4	26.4	19.0
• West Lafayette	21.5	.0086	24.3	41.8	16.8	12.8	15.9	7.9
SUBURBAN TOTAL	59.5	.0239	25.0	27.2	16.7	17.5	15.9	18.0
MUNCIE	**120.4**	**.0482**	**31.1**	**16.1**	**15.8**	**20.1**	**23.8**	**43.7**
Delaware	120.4	.0482	31.1	16.1	15.8	20.1	23.8	43.7
• Muncie	73.5	.0294	29.4	21.4	15.2	16.7	24.8	27.3
SUBURBAN TOTAL	46.9	.0188	33.5	7.9	16.7	25.3	22.2	16.4
SOUTH BEND–MISHAWAKA	**244.0**	**.0976**	**33.0**	**12.0**	**16.6**	**18.8**	**27.9**	**91.9**
St. Joseph	244.0	.0976	33.0	12.0	16.6	18.8	27.9	91.9
• Mishawaka	41.9	.0168	32.9	11.7	18.2	17.7	28.4	17.8
• South Bend	107.7	.0431	34.0	10.4	17.0	16.1	32.2	43.2
SUBURBAN TOTAL	94.4	.0377	32.0	14.1	15.1	22.4	23.0	30.9
TERRE HAUTE	**132.2**	**.0529**	**33.5**	**13.2**	**16.0**	**18.3**	**29.4**	**49.7**
Clay	25.1	.0100	35.8	8.9	14.9	19.5	31.6	9.6
Vigo	107.1	.0429	33.0	14.2	16.2	18.0	28.9	40.1
• Terre Haute	56.3	.0225	33.0	17.3	14.8	14.7	32.4	22.2
SUBURBAN TOTAL	75.9	.0304	33.9	10.2	16.5	20.9	27.3	27.5
OTHER COUNTIES								
Adams	31.7	.0127	31.0	9.3	16.0	18.9	24.7	10.7
Bartholomew	66.9	.0267	32.5	8.8	17.7	23.8	21.7	25.0
Benton	9.5	.0038	35.5	8.3	13.7	19.7	31.0	3.6
Blackford	15.0	.0060	34.3	8.5	15.7	21.2	27.7	5.6
Brown	13.9	.0056	33.8	8.4	17.8	22.4	25.5	5.4
Carroll	19.3	.0077	34.6	8.5	15.7	20.7	28.6	7.2
Cass	40.4	.0161	34.3	8.8	15.8	20.8	28.1	15.1
☐ Clark	89.7	.0360	31.7	9.6	18.7	21.4	22.5	33.0
Clinton	31.4	.0126	34.4	8.8	15.7	20.5	28.5	11.9
Crawford	10.6	.0042	33.6	9.3	15.2	20.0	27.8	3.7
Daviess	28.8	.0115	34.5	8.7	14.9	18.8	[illegible]	10.6
☐ Dearborn	39.7	.0159	32.8	8.5	16.2	21.5	[illegible]	13.9
Decatur	23.6	.0095	32.6	9.2	15.4	20.1	[illegible]	8.5
Dubois	37.3	.0149	31.8	10.5	16.6	19.9	[illegible]	13.3
Fayette	26.7	.0107	32.7	8.5	16.5	20.3	[illegible]	9.8
☐ Floyd	64.9	.0260	33.2	9.3	17.3	21.4	25.5	23.7
• New Albany	37.5	.0150	34.5	9.7	16.7	18.7	30.5	14.7
Fountain	18.3	.0073	35.5	8.8	14.7	21.3	29.4	6.8
Franklin	20.6	.0082	31.6	8.8	15.5	20.7	24.0	6.6
Fulton	19.5	.0078	35.8	8.6	14.6	20.0	31.1	7.5
Gibson	33.9	.0136	35.2	9.9	14.8	20.6	29.8	13.0
Grant	76.7	.0307	33.0	11.4	15.3	21.3	25.6	27.6
Greene	31.3	.0125	36.6	7.7	15.0	20.4	32.1	12.4
☐ Harrison	30.7	.0123	32.3	9.2	16.9	21.6	23.6	10.6
Henry	50.4	.0201	34.1	8.6	15.9	21.5	27.0	18.7
Huntington	37.7	.0150	33.5	10.2	15.3	19.7	27.9	13.9
Jackson	37.2	.0149	33.4	9.2	16.0	20.9	26.6	13.9
Jasper	27.6	.0111	30.6	11.8	15.8	20.4	22.6	9.1
Jay	22.1	.0088	34.6	8.6	14.7	20.4	29.0	8.2
Jefferson	29.7	.0119	32.3	12.0	16.4	20.5	25.0	10.6
Jennings	24.6	.0099	31.8	9.7	17.8	21.7	22.6	8.1
Knox	40.6	.0163	34.7	13.7	14.1	18.9	30.8	15.8
Kosciusko	66.8	.0267	32.1	9.9	17.8	20.7	24.1	24.6
La Grange	30.3	.0122	29.3	9.0	15.9	19.0	21.9	9.6
La Porte	107.3	.0430	33.0	9.5	17.7	20.4	26.0	37.8
Lawrence	44.1	.0176	34.6	8.3	16.1	21.0	28.3	16.8
Marshall	42.7	.0171	33.5	9.1	15.7	20.3	27.5	15.7
Martin	10.9	.0043	32.8	9.1	16.1	20.4	26.0	3.9
Miami	39.0	.0156	30.9	11.0	17.3	19.9	23.1	14.1
Montgomery	35.6	.0142	34.4	10.8	15.3	21.2	27.7	13.5
Newton	14.6	.0058	32.4	8.6	16.2	20.3	25.4	5.3
Noble	39.4	.0158	32.0	9.4	17.0	19.8	25.1	14.2
Ohio	5.2	.0021	35.0	8.9	14.7	22.0	38.2	2.0
Orange	19.3	.0077	34.6	8.8	15.6	19.6	29.8	7.2
Owen	18.4	.0073	35.0	7.8	15.6	21.6	28.3	7.1
Parke	16.1	.0065	36.1	8.0	14.9	20.4	31.2	5.8
Perry	18.6	.0074	34.8	9.4	14.9	18.8	30.9	6.4
Pike	13.2	.0053	36.4	8.3	14.9	21.5	30.8	5.2
Pulaski	13.4	.0054	34.5	8.7	14.1	19.1	30.2	5.1
Putnam	30.6	.0122	33.5	15.3	13.8	21.3	26.6	10.0
Randolph	28.4	.0114	34.2	8.6	15.5	21.5	27.2	10.6

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
• Kokomo	629,808	99,773	60,564	104,825	28,361	179,150	21,772
Tipton	115,290	16,137	7,990	2,166	823	67,719	4,021
SUBURBAN TOTAL	156,381	21,413	11,050	4,439	2,818	73,365	4,370
LAFAYETTE–WEST LAFAYETTE	**951,071**	**153,975**	**96,099**	**147,169**	**42,706**	**245,806**	**31,244**
Tippecanoe	951,071	153,975	96,099	147,169	42,706	245,806	31,244
• Lafayette	685,740	81,662	56,150	110,871	36,400	209,018	20,544
• West Lafayette	190,637	55,389	29,555	36,142	1,622	9,408	8,198
SUBURBAN TOTAL	74,694	16,924	10,394	156	4,684	27,380	2,502
MUNCIE	**728,146**	**130,636**	**79,032**	**96,898**	**43,489**	**149,436**	**29,226**
Delaware	728,146	130,636	79,032	96,898	43,489	149,436	29,226
• Muncie	651,053	125,932	73,062	93,341	37,991	130,843	27,171
SUBURBAN TOTAL	77,093	4,704	5,970	3,557	5,498	18,593	2,055
SOUTH BEND–MISHAWAKA	**1,905,950**	**317,654**	**174,445**	**288,326**	**110,094**	**472,551**	**66,270**
St. Joseph	1,905,950	317,654	174,445	288,326	110,094	472,551	66,270
• Mishawaka	752,710	96,409	53,266	161,735	45,328	241,827	23,986
• South Bend	865,888	171,996	87,213	101,714	44,640	174,243	36,712
SUBURBAN TOTAL	287,352	49,249	33,966	24,877	20,126	56,481	5,572
TERRE HAUTE	**1,510,707**	**184,035**	**101,667**	**138,968**	**47,129**	**196,796**	**111,640**
Clay	107,401	18,706	8,806	3,884	2,185	12,607	16,566
Vigo	1,403,306	165,329	92,861	135,084	44,944	184,189	95,074
• Terre Haute	1,262,308	153,933	85,667	120,202	42,011	156,998	87,503
SUBURBAN TOTAL	248,399	30,102	16,000	18,766	5,118	39,798	24,137
OTHER COUNTIES							
Adams	219,504	43,416	19,556	12,316	8,767	87,484	5,057
Bartholomew	440,664	84,104	45,984	55,328	29,794	85,319	16,379
Benton	39,668	8,970	1,993	50	275	8,363	855
Blackford	54,753	13,494	4,333	3,175	2,330	17,943	2,951
Brown	37,757	7,899	7,470	859	807	2,516	2,734
Carroll	54,456	13,117	3,959	2,552	649	17,546	2,235
Cass	200,116	38,994	17,442	25,573	8,859	51,582	10,513
☐ Clark	793,832	106,510	72,692	125,706	30,532	209,080	24,996
Clinton	146,463	26,100	14,441	22,789	5,241	32,340	6,554
Crawford	35,480	9,074	3,523	585	333	4,139	548
Daviess	123,373	22,375	7,709	18,369	3,521	25,097	5,107
☐ Dearborn	204,682	41,343	15,324	16,519	5,638	70,430	8,580
Decatur	106,345	21,616	9,850	8,806	3,120	33,253	4,755
Dubois	319,799	48,427	20,979	41,724	16,597	102,432	8,850
Fayette	121,605	27,670	14,197	11,104	3,572	24,516	7,943
☐ Floyd	298,034	72,291	28,431	31,788	22,022	56,653	17,496
• New Albany	261,320	60,879	24,602	31,125	18,915	51,596	14,283
Fountain	76,574	18,003	8,999	2,495	1,446	26,194	3,395
Franklin	53,507	17,200	3,932	1,037	1,315	14,994	1,708
Fulton	82,284	23,252	9,635	3,919	2,137	18,586	5,817
Gibson	135,762	39,131	11,506	7,279	3,480	39,366	5,680
Grant	480,452	82,684	40,909	50,065	17,195	143,655	16,824
Greene	120,235	36,083	9,048	18,240	1,993	22,616	4,096
☐ Harrison	130,145	30,717	10,803	15,771	3,858	33,002	4,535
Henry	244,452	49,034	20,104	19,189	7,134	61,821	8,678
Huntington	170,901	35,248	17,177	20,745	4,603	43,227	5,611
Jackson	204,706	38,464	17,431	27,328	5,473	54,254	7,431
Jasper	115,101	20,499	9,530	4,562	3,590	23,689	6,181
Jay	74,187	18,907	7,821	2,587	5,816	17,770	3,594
Jefferson	145,850	38,693	13,108	14,411	7,444	28,871	6,395
Jennings	78,107	21,414	6,120	3,560	763	19,579	4,185
Knox	235,966	43,775	22,044	41,096	11,392	49,807	12,628
Kosciusko	397,658	73,144	36,068	35,137	16,632	100,409	13,839
La Grange	95,258	19,303	10,994	4,000	5,674	17,614	2,895
La Porte	581,308	118,409	48,702	66,988	30,723	147,315	26,728
Lawrence	219,533	47,813	20,384	38,900	10,240	43,182	9,079
Marshall	239,913	39,950	22,421	12,389	4,752	82,712	9,927
Martin	41,951	11,660	3,472	482	2,294	9,002	1,461
Miami	146,759	27,540	11,412	9,180	8,063	40,741	8,050
Montgomery	215,717	53,046	16,618	20,817	5,758	59,031	7,082
Newton	39,250	9,224	3,364	700	860	5,128	3,028
Noble	193,237	48,129	16,016	11,855	3,884	60,624	7,662
Ohio	10,658	3,779	1,594	9	112	1,155	345
Orange	62,664	26,183	4,713	3,130	1,160	8,342	2,579
Owen	52,968	15,041	5,387	1,418	4,833	7,560	3,508
Parke	64,973	14,809	3,966	957	592	26,111	2,473
Perry	74,800	22,851	4,995	5,648	2,555	17,023	3,803
Pike	28,759	9,832	2,083	243	653	5,349	2,195
Pulaski	48,113	9,085	3,190	228	755	17,525	3,091
Putnam	113,253	24,020	9,061	19,432	3,926	21,766	4,274
Randolph	95,334	23,027	8,840	4,496	8,069	23,559	5,072

IND. (cont.)

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
Ripley	26.0	.0104	33.1	8.8	15.2	19.4	27.7	8.9
Rush	18.4	.0074	33.8	9.0	14.5	19.8	28.4	6.5
Scott	21.1	.0085	31.9	9.1	16.2	21.4	23.6	7.5
Spencer	20.2	.0080	33.5	9.7	15.8	20.2	27.3	6.9
Starke	22.6	.0091	33.3	8.5	15.3	20.3	27.0	8.1
Steuben	28.9	.0116	33.5	10.9	15.7	20.4	27.3	10.8
Sullivan	20.7	.0082	36.7	7.8	15.0	18.8	33.6	8.1
Switzerland	7.7	.0031	36.3	8.1	13.6	20.9	31.1	2.8
Union	6.8	.0027	33.5	8.7	15.5	21.0	26.6	2.4
Vermillion	17.7	.0071	36.0	8.1	15.4	19.8	31.7	7.1
Wabash	35.7	.0142	32.9	11.3	15.3	20.5	26.3	12.7
Warren	8.6	.0035	34.5	8.2	15.0	22.2	27.1	3.0
Washington	23.8	.0095	33.1	9.3	15.3	20.8	26.3	8.6
Wayne	71.7	.0287	34.5	9.4	15.1	20.9	28.3	27.2
Richmond	38.8	.0155	34.5	10.7	15.0	18.4	30.9	15.5
Wells	26.1	.0104	32.9	9.3	16.3	20.8	25.8	9.6
White	24.3	.0098	34.4	8.4	15.9	19.4	29.7	9.5
TOTAL METRO COUNTIES	**3,818.4**	**1.5287**	**31.9**	**11.4**	**17.5**	**20.6**	**24.1**	**1,412.2**
TOTAL STATE	**5,617.9**	**2.2486**	**32.4**	**10.8**	**16.9**	**20.6**	**25.0**	**2,069.4**

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
Ripley	127,282	40,073	10,607	10,133	4,776	24,549	4,842
Rush	65,457	13,491	4,480	4,637	2,915	22,250	3,837
Scott	98,312	24,778	11,333	5,649	2,247	23,178	3,978
Spencer	62,767	14,845	3,171	946	574	18,194	2,145
Starke	90,819	19,872	4,960	7,622	1,458	21,275	4,084
Steuben	175,856	31,332	20,705	11,279	7,105	39,516	4,358
Sullivan	110,184	13,836	4,429	11,283	1,708	16,643	4,211
Switzerland	11,358	4,665	967	108	332	747	1,118
Union	21,968	5,864	1,177	166	534	5,103	844
Vermillion	81,353	18,654	4,680	1,592	734	23,347	1,998
Wabash	188,028	42,943	15,626	24,277	6,936	44,705	8,792
Warren	8,081	4,015	745	37	196	431	172
Washington	97,735	20,543	6,658	9,919	2,500	36,822	3,368
Wayne	496,036	83,952	45,331	73,571	15,768	129,144	14,583
Richmond	436,023	68,468	39,976	71,331	13,744	116,294	12,716
Wells	105,306	29,229	10,519	5,501	5,812	26,682	3,640
White	112,674	28,229	11,969	11,996	2,451	27,322	3,745
TOTAL METRO COUNTIES	**28,449,375**	**4,648,015**	**2,776,149**	**3,652,021**	**1,386,707**	**6,832,003**	**1,091,345**
TOTAL STATE	**37,142,764**	**6,488,824**	**3,535,586**	**4,486,489**	**1,711,934**	**9,043,018**	**1,440,885**

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
ANDERSON	**1,525,933**	**25,154**	**21.6**	**29.5**	**18.5**	**12.8**	**.0472**
Madison	1,525,933	25,154	21.6	29.5	18.5	12.8	.0472
• Anderson	677,496	22,187	24.1	29.6	15.3	10.3	.0247
SUBURBAN TOTAL	848,437	28,177	19.0	29.5	21.5	15.3	.0225
BLOOMINGTON	**1,201,253**	**21,172**	**25.3**	**25.0**	**13.6**	**13.9**	**.0386**
Monroe	1,201,253	21,172	25.3	25.0	13.6	13.9	.0386
• Bloomington	577,475	16,653	28.3	19.5	9.8	13.0	.0241
SUBURBAN TOTAL	623,778	25,629	22.5	30.2	17.3	14.7	.0145
ELKHART–GOSHEN	**1,755,806**	**24,452**	**24.2**	**32.5**	**16.7**	**11.7**	**.0596**
Elkhart	1,755,806	24,452	24.2	32.5	16.7	11.7	.0596
• Elkhart	528,482	21,201	26.5	29.9	13.2	9.7	.0237
• Goshen	252,671	21,476	30.1	30.7	15.6	7.7	.0096
SUBURBAN TOTAL	974,653	27,404	20.9	34.6	19.4	14.3	.0263
EVANSVILLE	**3,486,244**	**24,610**	**21.9**	**28.5**	**17.7**	**13.1**	**.1084**
Posey	288,107	26,055	20.5	30.5	20.6	10.6	.0077
Vanderburgh	2,160,266	23,922	22.6	27.5	16.0	14.5	.0701
• Evansville	1,673,549	21,788	24.5	27.7	14.5	11.7	.0596
Warrick	532,062	27,319	19.5	30.2	22.8	11.2	.0144
Henderson, Ky.	*505,809*	*23,678*	*22.7*	*29.3*	*17.9*	*10.8*	*.0162*
• Henderson	*313,686*	*21,960*	*24.0*	*27.6*	*16.6*	*9.9*	*.0119*
SUBURBAN TOTAL	1,499,009	28,867	18.0	29.7	22.1	15.8	.0369
FORT WAYNE	**4,516,329**	**26,865**	**21.7**	**29.9**	**19.7**	**14.4**	**.1481**
Allen	3,815,524	27,029	21.5	29.4	19.8	15.0	.1270
• Fort Wayne	2,189,674	22,748	25.4	29.3	16.3	10.8	.0865
De Kalb	402,380	26,897	21.7	32.9	18.9	12.7	.0123
Whitley	298,425	25,230	23.6	32.9	19.3	9.6	.0088
SUBURBAN TOTAL	2,326,655	31,532	17.1	30.8	23.8	18.7	.0616
GARY–HAMMOND	**6,915,635**	**27,127**	**17.7**	**30.7**	**20.8**	**12.9**	**.2156**
Lake	5,244,079	25,907	18.1	31.2	19.3	11.6	.1686
• East Chicago	335,098	21,065	18.1	28.1	14.7	9.1	.0097
• Gary	1,166,192	20,708	19.2	28.1	15.0	8.2	.0337
• Hammond	920,433	24,203	21.1	33.0	17.5	8.7	.0279

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Porter	1,671,556	32,498	16.0	28.7	26.7	17.9	.0470
SUBURBAN TOTAL	4,493,912	30,536	16.3	31.4	24.4	16.0	.1443
INDIANAPOLIS	**16,151,475**	**27,063**	**20.5**	**28.8**	**18.8**	**16.5**	**.5299**
Boone	496,147	26,195	20.9	29.7	18.5	15.1	.0142
Hamilton	1,584,788	34,043	15.8	26.2	21.8	26.4	.0442
Hancock	584,720	30,213	18.2	29.1	24.5	15.9	.0160
Hendricks	912,635	29,787	18.4	31.0	24.6	14.3	.0261
Johnson	1,029,343	27,908	19.6	30.9	21.4	14.2	.0348
Marion	10,532,489	25,969	21.3	28.2	17.4	16.5	.3637
• Indianapolis	9,662,361	25,795	21.4	27.8	17.4	16.4	.3401
Morgan	597,350	26,720	20.3	31.4	20.2	11.8	.0184
Shelby	414,003	23,512	24.4	33.1	16.6	8.6	.0125
SUBURBAN TOTAL	6,489,114	28,844	19.2	30.1	21.1	16.7	.1898
KOKOMO	**1,307,950**	**27,796**	**19.5**	**27.6**	**18.3**	**19.0**	**.0416**
Howard	1,121,507	28,730	18.5	27.2	18.8	20.4	.0354
• Kokomo	580,993	24,445	21.1	27.1	16.4	15.4	.0234
Tipton	186,443	23,962	24.3	30.5	15.9	11.7	.0062
SUBURBAN TOTAL	726,957	30,840	18.0	28.1	20.1	22.4	.0182
LAFAYETTE–WEST LAFAYETTE	**1,500,704**	**23,823**	**24.7**	**28.0**	**16.1**	**14.1**	**.0495**
Tippecanoe	1,500,704	23,823	24.7	28.0	16.1	14.1	.0495
• Lafayette	566,200	23,284	24.4	30.8	16.1	10.6	.0242
• West Lafayette	278,973	20,305	27.9	20.3	11.9	18.5	.0093
SUBURBAN TOTAL	655,531	25,741	23.6	28.3	18.0	15.9	.0160
MUNCIE	**1,293,438**	**22,723**	**23.4**	**28.8**	**16.2**	**10.7**	**.0421**
Delaware	1,293,438	22,723	23.4	28.8	16.2	10.7	.0421
• Muncie	738,629	18,853	27.0	26.6	12.3	8.6	.0285
SUBURBAN TOTAL	554,809	29,307	17.6	32.5	22.6	14.1	.0136
SOUTH BEND–MISHAWAKA	**2,904,082**	**24,722**	**22.8**	**30.3**	**17.0**	**12.6**	**.0969**
St. Joseph	2,904,082	24,722	22.8	30.3	17.0	12.6	.0969
• Mishawaka	486,688	22,011	25.9	32.0	14.9	7.8	.0239
• South Bend	1,241,482	21,984	25.0	29.4	14.6	10.4	.0426
SUBURBAN TOTAL	1,175,912	30,372	17.8	30.6	21.6	18.5	.0304

IND. (cont.)

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
TERRE HAUTE	**1,483,513**	**22,321**	**25.3**	**28.4**	**15.0**	**11.6**	**.0593**
Clay	269,644	22,389	24.6	29.0	16.4	9.7	.0080
Vigo	1,213,869	22,306	25.4	28.3	14.7	12.0	.0513
• Terre Haute	590,320	19,033	28.4	27.6	11.4	8.7	.0355
SUBURBAN TOTAL	893,193	25,287	22.8	29.1	17.9	13.9	.0238
OTHER COUNTIES							
Adams	335,805	25,713	22.2	31.3	17.2	13.3	.0115
Bartholomew	975,783	30,919	16.3	27.5	20.4	22.2	.0279
Benton	100,016	21,762	27.2	31.1	13.4	9.5	.0030
Blackford	154,754	22,558	24.3	29.5	17.5	8.2	.0044
Brown	136,726	20,288	29.0	30.8	13.5	6.3	.0038
Carroll	215,501	24,085	25.2	32.8	16.8	10.1	.0057
Cass	413,829	22,126	26.0	31.6	16.3	7.2	.0131
☐ Clark	928,417	23,206	24.2	32.8	16.2	8.5	.0351
Clinton	360,139	23,141	25.2	29.9	16.2	10.8	.0105
Crawford	76,302	15,308	30.5	23.1	10.0	4.0	.0026
Daviess	294,124	20,550	27.1	27.7	12.7	10.8	.0090
☐ Dearborn	406,544	24,431	21.6	32.2	17.1	10.2	.0128
Decatur	232,540	21,813	25.9	32.1	14.0	8.8	.0074
Dubois	400,677	23,568	24.0	32.5	16.2	9.3	.0147
Fayette	285,188	23,020	24.4	31.7	16.4	10.0	.0085
☐ Floyd	705,724	23,897	22.5	30.4	17.9	10.7	.0211
• New Albany	396,797	21,138	25.2	29.7	14.4	8.6	.0136
Fountain	166,070	19,565	28.2	30.5	13.2	5.2	.0054
Franklin	188,452	22,014	26.5	30.9	13.9	10.3	.0053
Fulton	196,058	20,643	28.4	31.6	12.3	7.7	.0061
Gibson	364,993	22,035	24.1	28.5	15.6	10.0	.0106
Grant	849,107	24,400	22.1	29.5	17.7	12.3	.0274
Greene	318,108	19,092	27.4	26.0	14.5	7.4	.0094
☐ Harrison	293,027	22,475	25.1	33.4	14.8	8.2	.0092
Henry	541,679	23,280	24.3	30.2	16.6	10.5	.0165
Huntington	411,521	23,547	26.2	32.8	15.7	9.6	.0122
Jackson	371,935	21,667	25.6	31.1	15.2	7.3	.0123
Jasper	274,695	24,142	23.7	33.6	15.7	10.5	.0083
Jay	190,553	18,434	30.4	30.4	10.6	4.9	.0060
Jefferson	322,456	22,516	26.2	27.6	16.1	12.2	.0098
Jennings	211,017	20,654	26.7	31.3	13.8	6.4	.0066
Knox	369,468	16,832	28.4	26.5	9.5	6.0	.0129
Kosciusko	792,290	25,042	23.6	30.8	18.0	13.0	.0244
La Grange	258,008	20,593	29.4	30.9	13.0	7.6	.0080
La Porte	1,146,540	24,632	22.6	30.7	18.8	10.6	.0361
Lawrence	439,275	20,185	27.3	28.5	14.4	7.6	.0142
Marshall	461,375	22,874	25.7	29.6	17.1	9.8	.0147
Martin	109,240	22,392	24.9	29.1	16.0	10.4	.0032
Miami	365,038	20,124	30.3	30.4	14.1	5.8	.0112
Montgomery	388,032	22,828	27.2	31.2	16.4	9.3	.0125
Newton	138,525	21,898	24.1	33.0	14.3	7.0	.0039
Noble	388,712	22,261	27.3	32.2	16.4	7.1	.0125
Ohio	57,465	22,537	22.2	26.7	16.5	11.5	.0015
Orange	161,150	17,114	30.3	27.9	8.9	4.8	.0050
Owen	168,366	18,471	28.2	28.9	11.6	5.5	.0050
Parke	137,184	18,510	27.4	29.9	11.2	5.5	.0045
Perry	160,765	19,885	26.1	30.2	14.2	5.4	.0052
Pike	133,354	19,610	26.9	27.1	14.6	7.3	.0035
Pulaski	144,995	21,398	27.8	28.7	13.5	10.9	.0041
Putnam	301,689	23,574	24.0	29.5	17.8	9.5	.0090
Randolph	266,257	20,542	27.5	32.5	13.4	5.6	.0081
Ripley	260,501	22,869	23.9	30.4	15.4	10.9	.0081
Rush	171,063	20,629	28.2	29.9	14.5	7.3	.0053
Scott	193,806	20,658	28.1	31.6	13.1	6.9	.0064
Spencer	206,032	23,690	23.2	28.5	16.9	11.7	.0058
Starke	186,683	18,498	27.3	30.4	11.6	4.3	.0063
Steuben	303,262	21,703	26.3	31.3	14.6	8.3	.0099
Sullivan	172,669	16,307	31.2	27.9	9.6	3.3	.0062
Switzerland	61,732	16,956	29.4	28.0	8.9	4.9	.0017
Union	67,631	22,100	26.5	29.4	15.8	10.0	.0020
Vermillion	197,375	21,786	26.2	27.7	15.8	10.1	.0060
Wabash	375,266	22,571	26.8	31.5	15.9	9.2	.0119
Warren	101,879	27,672	18.4	30.6	18.7	16.7	.0025
Washington	216,554	19,557	28.4	30.3	11.5	7.1	.0069
Wayne	749,869	21,605	25.5	30.4	14.4	8.9	.0258
Richmond	399,048	19,284	26.9	28.5	12.4	7.5	.0168
Wells	278,554	23,383	26.1	32.3	17.1	8.8	.0081
White	254,190	21,804	27.1	32.8	14.0	7.4	.0078
TOTAL METRO COUNTIES	**45,870,265**	**25,838**	**21.3**	**29.5**	**18.3**	**14.1**	**1.4988**
TOTAL STATE	**64,443,087**	**24,562**	**22.6**	**29.7**	**17.4**	**12.6**	**2.0770**

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POPULATION—12/31/89

S&MM ESTIMATES

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
CEDAR RAPIDS	171.5	.0687	31.9	11.1	18.3	21.1	23.2	68.3	1,395,696	282,217	121,529	210,365	68,302	313,973	46,493
Linn	171.5	.0687	31.9	11.1	18.3	21.1	23.2	68.3	1,395,696	282,217	121,529	210,365	68,302	313,973	46,493
• Cedar Rapids	110.2	.0441	32.2	11.5	18.8	19.8	25.0	45.6	1,139,220	228,146	104,020	204,147	46,216	230,520	40,213
SUBURBAN TOTAL	61.3	.0246	31.3	10.3	17.7	23.2	20.3	22.7	256,476	54,071	17,509	6,218	22,086	83,453	6,280
DAVENPORT–ROCK ISLAND–MOLINE	367.5	.1471	32.3	10.4	17.5	20.4	24.9	142.0	2,473,393	497,651	242,930	300,342	117,841	573,634	111,556
Scott	158.1	.0633	30.9	10.7	19.1	20.6	21.6	61.0	1,217,789	250,019	111,938	151,813	58,600	271,148	40,191
• Davenport	97.5	.0390	31.0	11.8	19.5	18.4	23.7	39.2	883,893	172,637	79,666	110,568	50,919	222,803	30,430
Henry, Ill.	*53.9*	*.0216*	*34.2*	*8.6*	*15.4*	*21.0*	*27.9*	*20.2*	*281,630*	*62,363*	*28,855*	*28,795*	*12,306*	*71,615*	*12,017*
Rock Island, Ill.	*155.5*	*.0622*	*33.3*	*10.8*	*16.6*	*20.1*	*27.1*	*60.8*	*973,974*	*185,269*	*102,137*	*119,734*	*46,935*	*230,871*	*59,348*
• *Moline*	*43.6*	*.0175*	*34.6*	*10.7*	*16.8*	*19.6*	*29.7*	*18.3*	*473,690*	*63,840*	*53,218*	*91,286*	*37,859*	*93,464*	*21,158*
• *Rock Island*	*42.4*	*.0170*	*33.5*	*12.6*	*15.4*	*17.1*	*30.6*	*16.8*	*184,024*	*37,964*	*20,421*	*16,650*	*4,649*	*44,595*	*13,335*
SUBURBAN TOTAL	184.0	.0736	32.3	9.1	17.1	22.5	23.0	67.7	931,786	223,210	89,625	81,838	24,414	212,772	46,633
DES MOINES	395.9	.1585	32.4	10.6	18.8	20.9	24.2	161.5	3,327,033	711,631	311,989	413,335	156,324	753,314	90,696
Dallas	30.7	.0123	34.1	8.0	16.8	21.3	27.2	12.2	124,547	31,262	5,353	8,714	3,985	40,454	2,601
Polk	327.5	.1311	32.4	11.0	19.0	20.6	24.5	135.7	3,022,650	632,653	298,508	399,056	150,973	633,756	84,474
• Des Moines	196.8	.0788	32.8	11.7	18.8	18.3	27.5	85.1	1,919,065	414,309	201,158	247,954	108,435	395,633	51,874
Warren	37.7	.0151	31.3	9.6	17.8	23.1	20.3	13.6	179,836	47,716	8,128	5,565	1,366	79,104	3,621
SUBURBAN TOTAL	199.1	.0797	32.0	9.6	18.5	23.4	21.1	76.4	1,407,968	297,322	110,831	165,381	47,889	357,681	38,822
DUBUQUE	90.5	.0363	30.7	11.8	16.1	18.6	24.5	31.7	673,592	134,455	63,933	128,591	28,547	142,328	22,422
Dubuque	90.5	.0363	30.7	11.8	16.1	18.6	24.5	31.7	673,592	134,455	63,933	128,591	28,547	142,328	22,422
• Dubuque	59.1	.0237	32.0	12.5	16.3	17.8	27.3	22.1	591,440	116,987	58,488	119,279	24,143	110,834	20,710
SUBURBAN TOTAL	31.4	.0126	28.3	10.4	16.0	20.2	19.0	9.6	82,152	17,468	5,445	9,312	4,404	31,494	1,712
IOWA CITY	87.2	.0349	27.7	23.9	23.2	16.7	16.3	34.4	650,019	156,377	73,839	87,020	31,663	116,284	21,259
Johnson	87.2	.0349	27.7	23.9	23.2	16.7	16.3	34.4	650,019	156,377	73,839	87,020	31,663	116,284	21,259
• Iowa City	50.7	.0203	26.1	30.6	24.0	14.3	14.4	20.0	481,002	119,905	56,911	72,118	24,651	74,400	17,908
SUBURBAN TOTAL	36.5	.0146	30.0	14.6	22.5	20.0	18.7	14.4	169,017	36,472	16,928	14,902	7,012	41,884	3,351
SIOUX CITY	117.1	.0469	32.7	10.3	16.6	18.3	27.9	45.5	831,037	185,606	76,307	126,541	30,484	154,820	22,320
Woodbury	99.1	.0397	33.1	10.3	16.3	18.2	28.8	38.9	767,799	170,878	65,172	125,667	26,755	143,404	20,511

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Sources 1989 Scarborough/Simmons Newspaper Ratings Study
1989 Sales and Marketing Management, "Survey of Buying Power"

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Register
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IOWA (cont.)

POPULATION—12/31/89

S&MM ESTIMATES

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
• Sioux City	79.3	.0317	33.1	10.8	16.6	17.8	29.0	31.3	726,783	163,248	57,339	118,332	26,193	139,241	20,018
Dakota, Neb.	*18.0*	*.0072*	*30.6*	*9.9*	*18.5*	*19.0*	*22.7*	*6.6*	*63,238*	*14,728*	*11,335*	*874*	*3,729*	*11,416*	*1,809*
SUBURBAN TOTAL	37.8	.0152	31.9	9.1	17.1	19.3	25.5	14.2	104,254	22,358	19,168	8,209	4,291	15,579	2,302
WATERLOO–CEDAR FALLS	**148.6**	**.0596**	**30.9**	**14.0**	**17.3**	**18.8**	**24.1**	**55.8**	**962,819**	**186,687**	**81,600**	**139,961**	**29,841**	**264,204**	**32,822**
Black Hawk	125.0	.0501	30.6	14.3	17.8	18.6	23.6	47.2	859,073	161,018	72,615	128,856	27,058	241,650	29,307
• Cedar Falls	32.6	.0130	27.6	23.7	17.4	17.9	19.2	11.3	298,974	34,421	26,316	36,265	8,181	122,070	8,607
• Waterloo	67.5	.0270	31.9	11.5	18.2	17.9	26.5	27.3	505,899	108,530	42,710	91,217	17,946	100,845	19,882
Bremer	23.6	.0095	32.7	12.4	15.0	19.9	26.7	8.6	103,746	25,669	8,985	11,105	2,783	22,554	3,515
SUBURBAN TOTAL	48.5	.0196	31.6	10.9	16.2	20.5	24.1	17.2	157,946	43,736	12,574	12,479	3,714	41,289	4,333
OTHER COUNTIES															
Adair	8.6	.0035	39.2	7.7	12.8	18.3	37.1	3.5	30,974	9,722	4,000	1,382	319	4,195	1,230
Adams	5.2	.0021	39.3	7.3	13.1	20.1	35.8	2.1	16,906	3,172	1,091	174	302	4,121	235
Allamakee	14.8	.0059	35.6	8.3	13.4	17.8	33.0	5.4	70,986	20,350	5,227	2,983	1,280	19,451	1,350
Appanoose	14.4	.0057	37.5	8.2	13.9	17.4	35.7	6.0	72,168	24,940	4,101	7,330	1,719	15,068	1,430
Audubon	7.3	.0030	39.0	7.5	12.5	18.9	36.6	2.9	33,581	7,555	1,408	549	1,916	12,756	252
Benton	22.9	.0091	35.1	8.6	14.4	20.1	30.0	8.9	83,693	19,094	6,002	2,154	2,745	22,036	2,399
Boone	25.6	.0102	36.3	9.3	16.2	19.1	32.6	10.2	122,894	34,878	8,864	5,897	5,675	34,157	3,960
Buchanan	22.1	.0088	31.5	9.5	15.5	18.1	26.6	8.0	98,956	19,041	5,916	11,413	981	28,556	2,887
Buena Vista	19.9	.0080	34.5	13.6	14.2	16.7	32.5	7.7	120,896	27,288	10,802	12,139	3,526	24,024	3,038
Butler	16.3	.0065	35.9	7.9	14.8	18.3	32.8	6.2	41,673	6,901	3,009	1,591	917	9,123	1,384
Calhoun	11.9	.0047	39.9	8.0	12.5	18.1	38.2	4.7	40,683	9,075	1,865	1,207	1,444	16,715	1,474
Carroll	22.6	.0091	33.5	9.1	13.8	17.6	30.4	8.4	144,840	34,629	8,515	15,058	4,496	38,515	2,356
Cass	15.7	.0063	38.0	8.2	13.9	18.6	35.4	6.5	106,270	19,576	7,310	10,284	2,944	27,696	4,526
Cedar	18.4	.0073	35.1	8.3	15.5	19.9	30.1	7.3	81,701	22,567	3,750	6,526	1,673	24,939	871
Cerro Gordo	48.2	.0193	35.2	10.2	16.1	19.3	31.0	20.0	438,562	90,626	37,539	81,692	12,845	86,203	7,691
Cherokee	14.3	.0058	36.3	8.4	14.8	19.1	32.6	5.9	81,882	19,473	4,751	7,475	1,837	23,971	3,017
Chickasaw	14.2	.0056	34.0	9.2	13.6	19.1	29.5	5.3	49,851	15,450	4,356	1,620	1,760	13,349	1,608
Clarke	8.9	.0036	37.2	8.4	14.1	19.0	34.0	3.5	51,800	14,984	3,814	5,112	516	10,400	700
Clay	18.0	.0072	33.7	9.8	16.6	18.9	28.9	7.4	123,649	26,377	6,624	19,195	5,264	31,139	3,125
Clayton	20.9	.0084	35.7	8.7	13.6	18.7	32.3	8.1	74,211	13,481	4,162	841	1,245	30,327	2,279
Clinton	53.2	.0213	33.8	9.3	15.8	19.9	28.2	20.4	327,126	68,927	28,592	31,764	12,934	100,359	12,327
Crawford	17.9	.0071	34.2	9.0	14.6	18.9	29.9	6.8	75,298	16,561	7,889	3,628	1,126	13,946	2,596
Davis	8.9	.0036	36.4	8.6	13.5	19.0	32.9	3.3	25,733	5,519	1,328	361	566	10,092	1,204
Decatur	8.8	.0035	35.6	14.4	12.9	17.0	33.7	3.3	23,043	8,041	1,413	296	747	2,242	1,117
Delaware	18.9	.0076	32.0	9.6	13.8	18.8	27.1	6.7	62,419	13,694	6,142	5,247	1,266	17,588	2,444
Des Moines	44.7	.0179	34.7	8.7	16.4	19.6	30.0	18.2	313,785	69,991	33,702	64,221	12,115	51,017	9,675
Dickinson	15.2	.0060	36.8	7.7	15.9	18.8	33.6	6.3	122,932	26,580	13,948	6,267	1,952	42,155	3,090
Emmet	11.6	.0046	34.1	9.9	15.1	17.8	30.8	4.7	60,996	16,488	4,056	4,823	1,260	17,097	1,900
Fayette	23.0	.0092	35.5	9.3	13.7	18.5	32.2	9.0	113,993	30,032	6,580	10,296	3,660	32,064	3,567
Floyd	18.1	.0073	36.1	7.8	14.3	19.9	31.7	7.1	76,169	21,497	6,013	9,916	1,812	14,588	1,946
Franklin	11.8	.0047	37.8	7.7	14.5	19.1	34.8	4.9	35,528	7,267	2,419	1,710	1,131	5,992	1,379
Fremont	9.2	.0037	38.5	7.1	14.0	18.4	36.0	3.8	24,592	14,184	831	97	195	763	1,412
Greene	10.6	.0042	38.4	7.4	13.9	17.7	36.6	4.5	54,187	11,879	2,501	2,435	431	25,390	1,694
Grundy	13.3	.0053	36.6	7.6	14.5	20.4	32.1	5.3	35,921	11,080	3,193	33	1,732	8,204	1,799
Guthrie	11.6	.0047	40.0	6.6	13.2	18.4	38.0	4.7	31,652	5,685	2,658	939	1,391	5,006	1,694
Hamilton	16.5	.0066	36.5	8.5	14.7	19.5	32.5	6.7	87,757	23,034	5,311	5,927	1,755	17,192	2,654
Hancock	13.5	.0054	34.8	8.4	15.5	18.5	31.2	5.6	37,728	9,794	3,368	389	1,853	9,971	1,746
Hardin	20.2	.0081	37.0	9.7	13.6	18.7	34.0	8.0	93,075	25,856	5,420	7,577	1,231	26,322	2,849
Harrison	15.6	.0062	36.8	8.4	13.0	18.9	33.6	6.0	80,797	9,281	5,360	229	1,427	38,469	2,396
Henry	19.1	.0077	34.8	10.3	16.0	18.7	31.0	7.2	101,306	24,634	8,366	14,062	2,503	27,439	3,115

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POPULATION—12/31/89

S&MM ESTIMATES

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
Howard	10.2	.0040	38.6	7.9	12.4	17.1	37.3	4.0	33,295	11,224	2,658	1,817	204	5,707	36
Humboldt	11.4	.0046	38.0	7.9	13.5	19.4	34.6	4.9	48,175	16,421	4,029	4,897	1,105	9,703	2,503
Ida	8.7	.0035	38.3	7.8	13.4	18.6	35.6	3.5	43,506	10,736	2,869	3,381	294	11,576	1,826
Iowa	15.0	.0060	36.6	8.6	14.5	19.4	32.7	6.0	97,031	22,526	18,221	1,526	5,426	12,110	1,765
Jackson	22.1	.0088	33.6	9.0	13.9	19.5	28.5	8.2	102,443	28,735	6,959	6,273	1,940	29,445	3,426
Jasper	36.6	.0147	35.7	8.4	15.3	21.1	30.0	14.5	187,102	46,935	15,200	19,968	4,835	38,117	6,129
Jefferson	17.0	.0068	33.8	9.9	20.3	18.5	29.0	6.6	103,351	26,332	6,697	15,714	1,854	24,335	1,819
Jones	20.3	.0081	33.7	10.2	15.4	19.2	28.8	7.3	80,672	18,530	4,577	12,868	2,106	19,251	1,882
Keokuk	11.8	.0047	38.9	7.9	13.2	17.5	37.1	4.7	42,995	8,426	2,590	873	627	14,987	1,149
Kossuth	19.8	.0080	34.9	8.9	13.9	18.5	31.4	7.7	86,013	20,293	8,926	7,300	2,427	25,159	2,221
Lee	41.6	.0166	34.4	9.1	16.3	19.4	29.6	16.3	253,710	66,697	15,099	32,934	8,054	72,713	8,764
Louisa	12.5	.0050	33.7	8.6	15.6	20.3	27.6	4.6	33,350	6,586	2,885	568	1,143	10,701	994
Lucas	9.6	.0038	38.8	7.5	13.1	20.2	35.2	4.1	32,037	13,490	3,334	1,227	695	3,794	1,202
Lyon	12.2	.0049	34.5	8.1	14.3	18.0	31.2	4.4	35,043	7,167	2,676	580	2,646	8,259	607
Madison	12.5	.0050	37.1	6.7	14.3	20.1	33.0	4.7	59,231	14,385	5,585	843	403	12,764	2,743
Mahaska	23.1	.0092	35.1	10.4	15.5	17.6	32.5	9.2	125,560	37,413	11,144	15,031	5,591	16,560	3,123
Marion	30.5	.0122	33.5	12.1	15.3	19.2	28.5	11.3	146,945	35,887	12,845	16,435	4,145	30,916	4,378
Marshall	39.5	.0159	34.5	9.0	16.6	20.1	29.2	15.9	241,944	59,602	19,775	37,822	8,679	46,664	9,090
Mills	14.0	.0056	33.4	8.9	18.0	20.0	27.1	4.8	46,254	12,629	3,311	210	338	13,243	1,452
Mitchell	11.2	.0044	38.3	8.4	11.9	18.1	36.0	4.5	43,736	10,054	4,035	638	1,459	12,353	1,254
Monona	10.7	.0043	40.1	7.3	12.9	18.1	38.4	4.4	44,329	8,739	3,446	890	1,097	15,408	3,369
Monroe	8.5	.0034	37.9	8.6	13.4	18.2	35.6	3.3	36,808	10,835	1,400	2,029	379	13,146	1,371
Montgomery	12.6	.0051	38.5	8.0	14.4	17.7	36.6	5.3	63,065	17,208	4,880	8,410	814	14,471	2,960
Muscatine	41.5	.0166	32.4	9.6	16.7	20.2	25.6	15.8	222,897	53,473	17,694	30,491	7,122	54,397	7,626
O'Brien	15.7	.0063	37.3	9.2	13.4	17.9	34.8	6.2	97,646	22,158	6,589	3,245	1,554	27,143	4,170
Osceola	7.8	.0031	37.2	8.5	12.8	18.5	34.4	3.1	20,276	4,953	1,391	935	531	4,325	1,055
Page	17.9	.0072	38.5	8.0	14.1	18.1	36.5	7.3	108,532	16,483	7,039	14,534	2,519	26,081	4,050
Palo Alto	10.9	.0043	36.6	9.7	12.6	18.2	33.8	4.4	43,513	11,256	2,448	1,258	1,053	11,043	1,693
Plymouth	24.7	.0099	33.4	10.4	14.2	18.5	29.3	9.3	127,019	28,887	9,549	8,455	1,895	39,813	2,442
Pocahontas	10.2	.0041	38.8	7.5	12.8	18.5	36.6	4.1	54,379	34,711	2,678	1,908	1,536	6,442	823
☐ Pottawattamie	88.2	.0353	33.0	9.8	15.8	20.3	26.6	34.1	601,538	91,591	47,130	53,383	9,556	220,011	24,761
• Council Bluffs	57.2	.0229	32.7	10.8	16.2	18.7	27.6	23.1	485,449	82,269	39,438	51,491	9,009	159,445	22,437
Poweshiek	19.0	.0076	33.9	13.7	14.4	18.5	29.9	7.3	101,196	24,769	7,468	13,541	1,757	26,042	2,498
Ringgold	5.6	.0022	41.2	7.0	13.5	17.7	39.7	2.3	27,212	6,021	2,120	406	643	7,071	216
Sac	12.5	.0050	38.8	7.7	13.4	17.6	37.1	5.3	47,980	12,981	4,045	648	785	11,994	1,137
Shelby	14.1	.0056	35.8	8.0	13.5	19.1	32.0	5.5	59,558	17,037	5,015	5,845	1,004	10,934	2,290
Sioux	31.1	.0125	30.9	13.3	13.8	17.5	26.9	10.7	113,593	25,921	8,149	4,284	4,106	36,173	3,720
Story	73.1	.0292	26.3	28.5	18.1	15.6	18.6	25.7	481,809	107,517	51,765	74,919	15,966	112,185	10,625
Ames	44.2	.0177	24.1	40.1	18.2	13.1	13.5	14.5	386,563	80,275	45,113	72,378	12,808	77,118	8,536

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IOWA (cont.)

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
Tama	17.9	.0072	37.0	7.7	13.7	19.4	33.3	6.8
Taylor	7.5	.0030	40.7	7.3	12.9	17.0	39.8	3.1
Union	13.1	.0053	36.6	8.7	14.6	18.1	33.8	5.4
Van Buren	8.0	.0032	37.7	7.6	13.5	18.6	35.2	3.1
Wapello	37.1	.0148	36.8	9.1	14.9	18.8	33.5	15.3
Washington	20.1	.0080	35.4	8.4	15.3	18.8	31.8	7.7
Wayne	7.1	.0029	42.8	7.0	12.3	16.9	42.4	3.0
Webster	42.5	.0170	34.8	10.2	15.[illegible]	18.9	30.8	16.9
Winnebago	12.7	.0051	36.6	9.8	14.3	17.8	34.3	5.2
Winneshiek	21.6	.0086	31.7	16.7	12.6	17.2	28.7	7.7
Worth	8.7	.0035	38.1	7.6	14.5	19.2	35.2	3.5
Wright	15.0	.0060	38.5	8.0	13.6	18.6	36.1	6.1
TOTAL METRO COUNTIES	**1,239.1**	**.4963**	**31.5**	**12.0**	**18.4**	**19.9**	**23.7**	**485.7**
TOTAL STATE	**2,857.8**	**1.1439**	**33.3**	**10.9**	**16.5**	**19.2**	**27.9**	**1,117.2**

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
Tama	60,621	15,191	5,303	5,212	1,683	10,875	1,538
Taylor	17,505	6,056	1,866	88	412	2,712	197
Union	79,149	23,072	11,230	9,245	1,795	13,439	1,016
Van Buren	17,391	5,646	1,472	442	413	1,742	732
Wapello	208,323	55,887	14,260	26,272	6,425	30,386	7,424
Washington	105,907	29,842	6,182	6,920	3,044	26,407	2,610
Wayne	22,920	8,035	1,473	205	227	2,041	248
Webster	289,220	54,773	20,885	63,095	10,843	56,159	7,236
Winnebago	55,968	12,787	4,704	3,700	1,601	16,217	2,446
Winneshiek	109,785	25,855	8,846	17,802	4,938	15,537	1,819
Worth	18,120	4,713	1,695	43	326	3,229	210
Wright	57,875	18,118	3,506	2,424	1,907	13,588	2,117
TOTAL METRO COUNTIES	**9,596,285**	**1,983,855**	**877,130**	**1,310,135**	**409,588**	**2,224,666**	**299,155**
TOTAL STATE	**17,801,489**	**3,980,050**	**1,529,839**	**2,163,125**	**644,445**	**4,194,660**	**539,572**

EFFECTIVE BUYING INCOME—1989

% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
CEDAR RAPIDS	**2,340,693**	**27,453**	**20.2**	**31.1**	**21.0**	**13.2**	**.0736**
Linn	2,340,693	27,453	20.2	31.1	21.0	13.2	.0736
• Cedar Rapids	1,539,000	26,639	20.8	30.4	19.9	13.1	.0521
SUBURBAN TOTAL	801,693	28,903	19.1	32.2	23.3	13.4	.0215
DAVENPORT–ROCK ISLAND–MOLINE	**4,995,095**	**28,073**	**18.9**	**28.7**	**20.6**	**16.3**	**.1486**
Scott	2,109,122	27,601	19.8	29.8	20.5	14.8	.0660
• Davenport	1,261,103	25,172	22.0	29.9	18.1	12.3	0424
Henry, Ill.	*709,893*	*28,280*	*19.1*	*28.1*	*19.6*	*17.4*	*.0200*
Rock Island, Ill.	*2,176,080*	*28,577*	*18.1*	*27.8*	*21.0*	*17.4*	*.0626*
• Moline	*678,857*	*28,926*	*18.1*	*28.0*	*20.6*	*19.0*	*.0221*
• Rock Island	*563,287*	*25,173*	*21.3*	*26.5*	*18.5*	*14.7*	*0152*
SUBURBAN TOTAL	2,491,848	30,341	16.8	29.0	22.5	18.1	.0689
DES MOINES	**5,378,601**	**25,772**	**22.0**	**30.2**	**18.2**	**13.4**	**.1712**
Dallas	349,106	22,638	25.3	32.0	15.9	8.1	.0099
Polk	4,592,359	25,995	21.8	29.7	18.2	14.2	.1486
• Des Moines	2,634,185	23,033	24.1	29.6	15.8	11.2	0892
Warren	437,136	26,707	20.9	33.0	20.4	10.7	.0127
SUBURBAN TOTAL	2,744,416	28,584	19.6	30.7	20.9	16.0	.0820
DUBUQUE	**954,062**	**23,556**	**22.4**	**32.4**	**16.6**	**8.7**	**.0335**
Dubuque	954,062	23,556	22.4	32.4	16.6	8.7	.0335
• Dubuque	656,193	22,812	23.1	31.2	16.2	8.3	0250
SUBURBAN TOTAL	297,869	24,919	21.1	34.8	17.6	9.5	.0085
IOWA CITY	**1,121,511**	**22,415**	**24.6**	**26.4**	**14.7**	**14.0**	**.0354**
Johnson	1,121,511	22,415	24.6	26.4	14.7	14.0	.0354
• Iowa City	628,240	20,027	25.7	23.5	12.7	13.8	0220
SUBURBAN TOTAL	493,271	25,356	23.1	30.2	17.5	14.4	.0134
SIOUX CITY	**1,271,748**	**21,079**	**24.7**	**30.2**	**13.9**	**8.4**	**.0431**
Woodbury	1,081,490	20,636	25.0	29.4	13.8	8.3	.0377
• Sioux City	879,874	20,700	24.8	29.1	14.0	8.5	.0324
Dakota, Neb.	*190,258*	*23,232*	*22.8*	*35.2*	*14.8*	*8.7*	*.0054*
SUBURBAN TOTAL	391,874	21,801	24.5	32.7	13.8	8.1	.0107
WATERLOO–CEDAR FALLS	**1,983,890**	**27,791**	**19.6**	**29.5**	**19.8**	**15.5**	**.0590**
Black Hawk	1,695,846	28,107	19.3	29.3	20.1	16.0	.0508
• Cedar Falls	438,158	28,579	19.8	29.2	19.1	18.5	0145
• Waterloo	935,435	26,710	20.4	28.4	19.6	14.5	0284
Bremer	288,044	26,024	21.3	30.5	18.2	13.1	0082
SUBURBAN TOTAL	610,297	28,667	18.2	31.6	20.5	15.1	.0161

EFFECTIVE BUYING INCOME—1989

% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
OTHER COUNTIES							
Adair	82,141	16,381	32.0	23.9	9.0	6.7	.0025
Adams	45,461	16,343	31.7	28.0	7.9	3.6	.0013
Allamakee	107,148	14,628	32.2	23.9	7.6	2.6	.0041
Appanoose	120,186	13,960	30.0	24.5	7.4	2.7	.0042
Audubon	59,151	14,513	37.8	22.3	4.2	5.4	.0021
Benton	231,523	20,419	25.1	31.7	13.1	6.2	.0067
Boone	296,849	21,963	25.8	29.3	15.7	9.1	.0087
Buchanan	205,307	19,325	26.8	30.6	11.7	6.3	.0065
Buena Vista	199,210	18,441	29.3	28.6	10.5	7.3	.0068
Butler	144,797	17,956	28.6	31.0	8.6	5.2	.0042
Calhoun	119,689	18,129	29.3	26.2	10.7	7.7	.0035
Carroll	206,305	17,869	32.1	29.1	9.1	5.8	.0074
Cass	168,130	18,591	29.2	27.6	11.6	6.9	.0058
Cedar	179,799	19,302	27.0	31.4	10.9	6.1	.0055
Cerro Gordo	563,818	21,341	25.6	31.1	13.4	8.5	.0202
Cherokee	149,558	17,702	30.1	26.5	10.1	7.9	.0048
Chickasaw	124,612	18,139	28.5	29.9	9.7	5.6	.0040
Clarke	77,679	16,011	30.4	26.4	7.1	5.9	.0027
Clay	190,586	18,516	30.4	27.5	10.6	8.3	.0064
Clayton	184,263	16,260	30.5	25.7	8.4	5.5	.0058
Clinton	602,146	23,837	22.7	33.0	18.1	8.1	.0192
Crawford	153,313	16,835	29.4	29.5	8.1	4.4	.0050
Davis	75,883	16,271	26.0	26.1	8.5	6.3	.0024
Decatur	73,487	15,058	28.7	24.9	8.5	4.4	.0022
Delaware	176,771	20,302	25.8	30.6	13.0	7.1	.0053
Des Moines	553,800	23,503	23.6	29.9	17.2	10.1	.0175
Dickinson	177,689	20,740	28.6	30.6	12.6	8.8	.0060
Emmet	108,010	17,504	28.9	30.9	8.1	5.0	.0036
Fayette	219,929	17,914	29.2	28.0	10.7	5.9	.0072
Floyd	177,669	18,981	27.9	29.2	12.7	5.4	.0054
Franklin	124,885	19,277	27.8	30.5	11.7	6.2	.0036
Fremont	97,799	18,622	27.9	27.0	11.7	7.8	.0026
Greene	118,178	18,810	27.4	28.0	11.7	7.5	.0036
Grundy	158,274	23,058	24.6	32.3	14.4	10.4	.0041
Guthrie	103,571	15,993	29.4	26.0	8.8	4.6	.0031
Hamilton	180,572	20,301	28.3	31.0	11.2	8.6	.0055
Hancock	147,136	19,758	29.5	32.0	10.5	6.9	.0041
Hardin	207,181	19,228	27.7	30.6	10.8	6.8	.0063

IOWA (cont.)

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Harrison	134,145	16,389	29.1	26.1	9.6	4.7	.0047
Henry	212,466	21,597	26.6	31.2	13.6	9.1	.0066
Howard	94,334	16,385	29.3	25.6	9.4	5.4	.0028
Humboldt	121,181	18,084	31.0	30.0	9.1	6.1	.0036
Ida	81,313	15,991	31.6	26.3	7.3	5.7	.0027
Iowa	165,271	21,922	25.3	34.2	12.7	7.8	.0054
Jackson	197,225	18,690	26.0	33.1	8.1	5.7	.0064
Jasper	399,499	21,636	25.6	32.8	14.7	7.0	.0124
Jefferson	196,536	20,711	25.8	29.1	12.2	10.3	.0061
Jones	186,434	19,811	25.9	31.3	13.4	4.9	.0058
Keokuk	112,835	17,389	30.5	25.9	9.9	6.5	.0035
Kossuth	184,262	17,500	30.4	28.1	9.6	6.0	.0059
Lee	476,477	22,038	24.7	29.7	15.4	9.7	.0150
Louisa	132,152	22,380	24.0	32.6	14.7	8.6	.0036
Lucas	91,268	15,815	29.0	25.5	9.5	4.4	.0026
Lyon	89,718	14,706	32.3	23.3	5.0	5.2	.0031
Madison	109,269	17,892	26.4	29.0	10.3	5.2	.0037
Mahaska	210,504	16,848	30.9	28.0	7.9	5.0	.0072
Marion	335,278	22,785	24.3	32.3	15.3	9.3	.0101
Marshall	501,960	24,387	23.0	31.7	17.7	10.3	.0150
Mills	126,811	19,742	29.9	32.3	10.9	6.1	.0039
Mitchell	111,982	16,569	30.6	24.1	9.7	7.7	.0032
Monona	91,405	15,114	32.7	23.3	7.3	4.1	.0031
Monroe	98,986	21,944	26.0	28.4	14.9	11.0	.0028
Montgomery	131,330	18,527	29.4	29.2	12.1	5.0	.0041
Muscatine	540,814	26,463	20.0	28.7	17.5	16.2	.0155
O'Brien	146,920	16,809	31.0	26.3	8.7	6.1	.0052
Osceola	70,267	16,446	32.2	25.6	9.1	5.6	.0021

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Page	194,092	18,982	29.1	28.4	11.5	7.3	.0062
Palo Alto	104,233	16,993	31.3	26.2	10.4	5.4	.0032
Plymouth	237,965	18,184	30.1	28.8	8.6	7.8	.0078
Pocahontas	107,993	18,246	30.9	26.9	10.1	8.4	.0035
☐ Pottawattamie	1,063,787	24,320	23.0	29.7	17.5	11.8	.0338
• Council Bluffs	689,443	22,932	24.5	29.3	16.7	10.2	.0235
Poweshiek	206,862	21,195	25.6	31.3	14.3	7.5	.0064
Ringgold	41,084	11,591	28.8	18.4	5.5	3.6	.0015
Sac	106,666	14,593	37.1	23.7	5.2	4.1	.0035
Shelby	137,270	18,098	32.0	29.2	9.4	6.3	.0041
Sioux	269,024	18,650	32.0	31.2	8.6	5.9	.0086
Story	874,459	23,833	23.8	28.0	17.4	12.4	.0276
Ames	508,312	22,285	25.1	25.6	15.7	13.4	.0180
Tama	166,674	18,711	28.3	30.5	11.3	5.1	.0051
Taylor	63,423	14,295	32.4	21.5	7.6	4.2	.0018
Union	141,105	18,993	27.4	27.7	12.1	7.5	.0047
Van Buren	64,615	14,978	29.3	25.0	7.2	4.7	.0019
Wapello	388,299	18,461	27.8	28.4	12.1	6.0	.0125
Washington	203,933	18,726	29.3	27.7	11.4	7.9	.0066
Wayne	54,046	12,720	33.5	19.3	5.2	3.1	.0018
Webster	426,107	18,652	28.0	28.9	11.4	6.3	.0149
Winnebago	152,723	21,518	28.1	31.6	14.4	8.3	.0043
Winneshiek	206,813	18,015	29.9	26.6	10.6	8.1	.0068
Worth	94,783	19,927	30.5	29.9	12.3	7.6	.0025
Wright	204,695	24,295	22.2	28.5	16.3	15.1	.0053
TOTAL METRO COUNTIES	**16,033,156**	**25,547**	**21.7**	**30.0**	**18.3**	**13.0**	**.5102**
TOTAL STATE	**32,743,167**	**21,823**	**25.0**	**29.4**	**14.8**	**9.9**	**1.0368**

Kansas

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
KANSAS CITY	**1,585.0**	**.6344**	**33.1**	**9.7**	**18.1**	**21.9**	**24.7**	**607.7**
Johnson	348.6	.1396	32.8	8.4	20.1	24.2	21.3	133.2
• Olathe	59.3	.0237	28.3	11.0	25.2	20.4	12.8	20.7
Overland Park	104.4	.0418	33.7	8.1	19.1	25.9	21.6	40.3
Leavenworth	66.0	.0264	32.8	9.6	18.2	23.3	22.7	21.2
• Leavenworth	39.0	.0156	32.6	10.5	18.3	22.4	23.3	12.6
Miami	24.2	.0097	35.9	8.1	14.6	21.0	30.3	8.9
Wyandotte	173.1	.0693	32.3	10.8	16.6	18.7	26.8	65.3
• Kansas City	160.9	.0644	32.3	10.9	16.5	18.5	27.0	61.2
Cass, Mo.	*62.1*	*.0249*	*32.8*	*8.5*	*16.4*	*24.5*	*21.9*	*21.7*
Clay, Mo.	*152.9*	*.0612*	*32.5*	*10.5*	*19.0*	*23.4*	*21.8*	*58.3*
Jackson, Mo.	*645.4*	*.2583*	*33.5*	*10.3*	*17.9*	*20.3*	*27.0*	*257.9*
Independence	*117.2*	*.0469*	*33.8*	*10.0*	*17.4*	*21.6*	*26.4*	*46.0*
• *Kansas City*	*438.3*	*.1754*	*33.4*	*10.8*	*18.2*	*19.5*	*27.6*	*177.4*
Lafayette, Mo.	*32.3*	*.0129*	*37.2*	*8.2*	*14.0*	*20.9*	*32.4*	*12.1*
Platte, Mo.	*56.3*	*.0225*	*31.9*	*9.1*	*19.6*	*25.2*	*18.7*	*20.5*
Ray, Mo.	*24.1*	*.0096*	*35.4*	*7.8*	*14.7*	*23.3*	*27.6*	*8.6*
SUBURBAN TOTAL	887.5	.3553	33.5	8.9	17.9	23.7	23.7	335.8
LAWRENCE	**77.1**	**.0309**	**26.7**	**27.4**	**20.1**	**16.1**	**17.2**	**27.7**
Douglas	77.1	.0309	26.7	27.4	20.1	16.1	17.2	27.7
• Lawrence	60.2	.0241	25.3	31.6	21.1	14.4	15.1	22.0
SUBURBAN TOTAL	16.9	.0068	33.1	12.3	16.0	22.4	24.6	5.7
TOPEKA	**166.1**	**.0665**	**33.4**	**10.2**	**18.0**	**20.3**	**26.8**	**66.0**
Shawnee	166.1	.0665	33.4	10.2	18.0	20.3	26.8	66.0
• Topeka	123.0	.0492	33.9	11.2	18.1	18.1	29.8	51.4
SUBURBAN TOTAL	43.1	.0173	32.0	7.5	17.8	26.5	18.2	14.6

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
KANSAS CITY	**11,823,232**	**2,222,169**	**1,161,148**	**1,681,494**	**514,488**	**3,071,542**	**301,000**
Johnson	3,429,514	614,061	271,189	519,609	212,990	942,441	74,009
• Olathe	547,391	121,510	32,947	54,575	15,491	227,452	9,962
Overland Park	1,555,584	170,125	133,779	335,329	100,741	403,021	35,774
Leavenworth	282,453	63,456	23,820	42,981	9,210	77,560	3,177
• Leavenworth	224,228	50,189	20,170	38,767	7,091	68,174	1,806
Miami	109,491	24,975	8,644	11,512	3,145	33,921	3,145
Wyandotte	880,453	192,217	86,108	111,964	23,475	220,884	29,138
• Kansas City	801,769	174,329	80,282	104,156	22,769	194,569	26,366
Cass, Mo.	*302,479*	*71,714*	*22,637*	*30,442*	*6,313*	*81,543*	*12,693*
Clay, Mo.	*1,274,243*	*217,544*	*102,102*	*235,466*	*56,448*	*338,558*	*30,111*
Jackson, Mo.	*5,054,612*	*882,141*	*577,934*	*691,248*	*193,046*	*1,322,671*	*135,646*
Independence	*885,955*	*146,035*	*84,857*	*145,360*	*42,503*	*254,090*	*27,901*
• *Kansas City*	*3,567,354*	*646,858*	*466,131*	*531,700*	*131,111*	*808,576*	*92,748*
Lafayette, Mo.	*105,431*	*26,378*	*9,839*	*9,706*	*1,906*	*19,791*	*3,389*
Platte, Mo.	*315,676*	*116,839*	*54,617*	*19,207*	*6,364*	*22,310*	*6,905*
Ray, Mo.	*68,880*	*12,844*	*4,258*	*9,359*	*1,591*	*11,863*	*2,787*
SUBURBAN TOTAL	6,682,490	1,229,283	561,618	952,296	338,026	1,772,771	170,118
LAWRENCE	**461,760**	**98,513**	**58,593**	**56,517**	**18,949**	**86,117**	**8,218**
Douglas	461,760	98,513	58,593	56,517	18,949	86,117	8,218
• Lawrence	445,870	92,993	57,531	56,397	18,831	84,357	7,621
SUBURBAN TOTAL	15,890	5,520	1,062	120	118	1,760	597
TOPEKA	**1,262,490**	**216,537**	**127,450**	**191,087**	**48,399**	**300,582**	**44,308**
Shawnee	1,262,490	216,537	127,450	191,087	48,399	300,582	44,308
• Topeka	1,205,011	204,789	121,099	187,608	45,745	292,030	41,741
SUBURBAN TOTAL	57,479	11,748	6,351	3,479	2,654	8,552	2,567

METRO & COUNTY TOTALS

KANS. (cont.)

POPULATION—12/31/89

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S&MM ESTIMATES

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
WICHITA	**452.6**	**.1812**	**32.0**	**11.3**	**18.4**	**20.2**	**24.4**	**175.9**	**3,251,143**	**631,995**	**374,823**	**502,830**	**122,717**	**710,303**	**64,184**
Butler	50.4	.0202	34.2	8.8	16.1	21.2	27.5	18.5	201,979	40,899	19,507	26,944	7,209	48,976	4,780
Sedgwick	402.2	.1610	31.8	11.6	18.8	20.0	24.0	157.4	3,049,164	591,096	355,316	475,886	115,508	661,327	59,404
• Wichita	296.1	.1185	32.0	12.3	19.5	18.6	25.5	121.8	2,744,227	517,732	320,495	447,973	110,656	603,068	54,358
SUBURBAN TOTAL	156.5	.0627	32.2	9.4	16.8	23.1	22.2	54.1	506,916	114,263	54,328	54,857	12,061	107,235	9,826
OTHER COUNTIES															
Allen	15.1	.0060	37.0	8.9	13.8	17.8	34.7	6.0	54,471	15,848	9,121	2,916	1,041	7,207	1,534
Anderson	8.6	.0035	39.2	7.8	12.3	17.9	37.5	3.2	24,978	4,784	2,300	891	689	7,109	897
Atchison	17.8	.0071	34.3	12.0	13.3	18.4	30.7	6.4	76,203	16,976	5,988	12,841	3,135	13,493	4,015
Barber	6.4	.0026	40.2	7.5	13.7	18.8	37.9	2.7	29,772	6,353	2,230	1,343	981	7,538	1,639
Barton	30.8	.0123	34.5	10.3	15.5	19.3	29.9	11.9	189,760	45,735	20,448	25,264	7,789	42,995	4,371
Bourbon	15.4	.0061	38.9	8.9	13.9	17.0	37.7	6.5	87,159	20,463	9,870	11,227	2,482	22,232	2,051
Brown	11.7	.0047	39.4	7.7	13.1	16.1	38.9	4.7	38,804	11,204	2,495	7,488	494	6,687	1,228
Chase	3.1	.0012	41.9	6.8	13.1	17.4	41.1	1.3	8,137	1,778	1,008	100	51	483	689
Chautauqua	4.6	.0019	44.2	6.5	10.8	18.3	44.2	2.1	8,935	3,673	581	686	59	186	504
Cherokee	22.5	.0090	37.4	7.8	13.8	19.5	34.0	8.9	57,879	22,577	5,043	6,788	1,022	8,884	2,371
Cheyenne	3.3	.0013	43.3	6.3	12.8	17.6	41.8	1.5	14,308	4,584	841	802	362	2,310	74
Clark	2.4	.0010	44.0	4.9	12.0	19.4	42.5	1.0	10,775	3,055	776	19	366	1,693	697
Clay	9.3	.0037	40.1	7.1	13.5	17.8	38.5	3.7	35,993	9,087	2,272	1,335	931	7,872	1,124
Cloud	11.5	.0046	39.8	9.9	12.6	16.6	39.2	4.5	58,220	13,155	3,681	6,021	1,752	16,483	2,064
Coffey	9.5	.0038	36.5	8.1	14.9	18.0	34.1	3.6	31,890	7,245	2,408	376	922	6,454	1,126
Comanche	2.4	.0010	42.9	6.3	12.0	19.3	41.0	1.0	6,994	1,372	550	10	38	1,770	427
Cowley	37.5	.0150	36.1	9.4	15.0	19.3	32.3	14.4	188,532	39,620	17,082	27,834	6,942	37,675	7,892
Crawford	37.0	.0148	37.2	12.5	13.8	16.8	35.9	15.3	187,157	45,459	20,640	29,496	5,620	33,812	3,800
Decatur	4.0	.0016	42.4	7.7	11.6	17.8	40.6	1.7	14,835	2,070	1,538	104	148	4,613	386
Dickinson	20.4	.0081	39.0	7.5	12.8	20.0	35.7	8.3	69,133	20,221	7,176	3,559	1,012	10,966	2,645
Doniphan	9.5	.0038	35.1	9.8	14.5	17.2	32.9	3.4	27,962	8,041	1,918	611	206	1,092	949
Edwards	4.0	.0016	40.7	7.4	13.0	18.6	38.9	1.7	10,854	3,678	1,049	306	273	1,652	601
Elk	3.5	.0014	46.2	5.7	10.3	17.9	46.2	1.6	6,664	1,908	535	29	104	526	145
Ellis	26.8	.0107	29.2	18.0	17.5	16.9	23.0	10.1	198,523	35,267	19,282	34,078	6,488	41,968	4,429
Ellsworth	6.7	.0027	41.5	6.8	12.9	17.1	40.5	2.9	22,691	6,186	1,710	376	642	4,068	865
Finney	30.7	.0123	29.1	11.2	19.1	18.8	19.9	10.8	230,421	45,215	16,451	41,929	8,856	50,643	2,685
Ford	26.5	.0106	32.3	11.6	16.2	19.1	26.5	9.8	200,599	35,027	18,244	33,833	8,517	61,066	3,864
Franklin	22.5	.0090	36.1	10.2	13.8	20.0	31.6	8.6	109,028	30,114	10,713	20,578	1,848	18,399	2,989
Geary	29.5	.0118	26.8	19.3	17.6	18.2	17.3	10.4	165,762	26,175	28,146	25,681	8,291	33,337	1,629
Gove	3.4	.0014	35.3	8.1	14.1	18.8	31.6	1.4	16,207	1,992	1,923	21	371	3,773	677
Graham	3.5	.0014	38.8	7.9	11.9	20.9	34.6	1.4	16,770	4,256	1,309	390	143	5,251	512
Grant	7.5	.0030	30.3	9.6	17.8	22.3	19.3	2.7	34,716	8,830	4,039	3,219	717	9,064	969
Gray	5.6	.0022	32.5	9.3	16.8	19.9	25.9	1.9	10,496	2,356	732	23	193	1,803	622
Greeley	1.7	.0007	34.9	9.4	14.1	19.5	30.3	.7	8,048	1,390	365	7	23	388	991
Greenwood	7.8	.0031	43.4	6.1	11.8	18.0	42.5	3.2	26,166	7,647	2,330	315	411	4,420	1,732
Hamilton	2.2	.0009	39.8	6.7	13.0	19.5	36.9	1.1	6,318	119	687	374	122	544	304
Harper	7.1	.0029	42.7	6.2	12.4	18.6	41.3	3.0	31,803	7,897	2,523	2,361	207	10,365	1,427
Harvey	31.7	.0126	34.7	10.8	15.9	19.3	30.3	11.6	161,606	38,634	19,651	12,225	6,858	24,593	2,452
Haskell	4.0	.0016	31.1	8.8	17.5	21.4	21.8	1.4	7,467	3,576	670	12	135	901	540
Hodgeman	2.2	.0009	39.0	8.0	13.1	19.6	35.8	.9	5,157	1,138	175	14	45	1,699	5
Jackson	12.2	.0049	35.7	7.0	14.8	20.6	30.5	4.5	47,081	11,199	2,755	7,736	1,146	9,039	1,718
Jefferson	17.4	.0070	35.7	6.9	15.6	21.9	29.3	5.9	25,240	7,241	1,943	663	856	3,155	1,026
Jewell	4.4	.0017	42.9	6.8	12.2	17.6	41.5	1.8	9,604	3,084	1,159	162	404	429	404
Kearny	3.8	.0015	31.2	9.4	15.9	19.4	24.5	1.2	8,978	4,187	294	32	107	1,953	178
Kingman	8.9	.0035	38.1	8.2	13.6	18.9	35.2	3.4	32,371	9,538	3,153	2,762	889	6,452	1,001
Kiowa	3.6	.0015	38.5	8.5	14.2	17.9	36.3	1.4	14,867	3,832	1,715	329	460	2,563	519
Labette	24.9	.0099	35.8	8.4	14.8	18.1	33.1	9.6	106,385	24,539	9,286	14,759	3,273	22,868	3,922

WICHITA: More Market for Your Money

Wichita is Kansas' center for shopping, business, finance and industry. It's also one of the nation's top 50 markets in a category that counts -- **average household effective buying power.** Households in the Wichita area have a purchasing power that outranks other major Mid-America cities.

	Average Household EBI
WICHITA	$38,992
Kansas City	$38,297
Dallas	$38,609
Oklahoma City	$31,207
Tulsa	$30,250

This buying power extends to the 68-county Wichita ADI where the total EBI is **$14.68 billion.**

Cost-effectively tap this statewide market with The Wichita Eagle. With five daily insertions, reach **462,100 (57%)** ADI adults and **280,600 (81%)** in the three-county MSA. With four Sunday insertions, readership soars to **529,300 (65%)** ADI adults and **318,900 (92%)** in the three-county MSA. The Eagle is the dominant medium for reaching the Kansas market.

Sources: VNU/Scarborough & Simmons Major Market Research, 1989 and 1988 S&MM Survey of Buying Power

The Wichita Eagle

Represented nationally by Newspapers First, Inc.

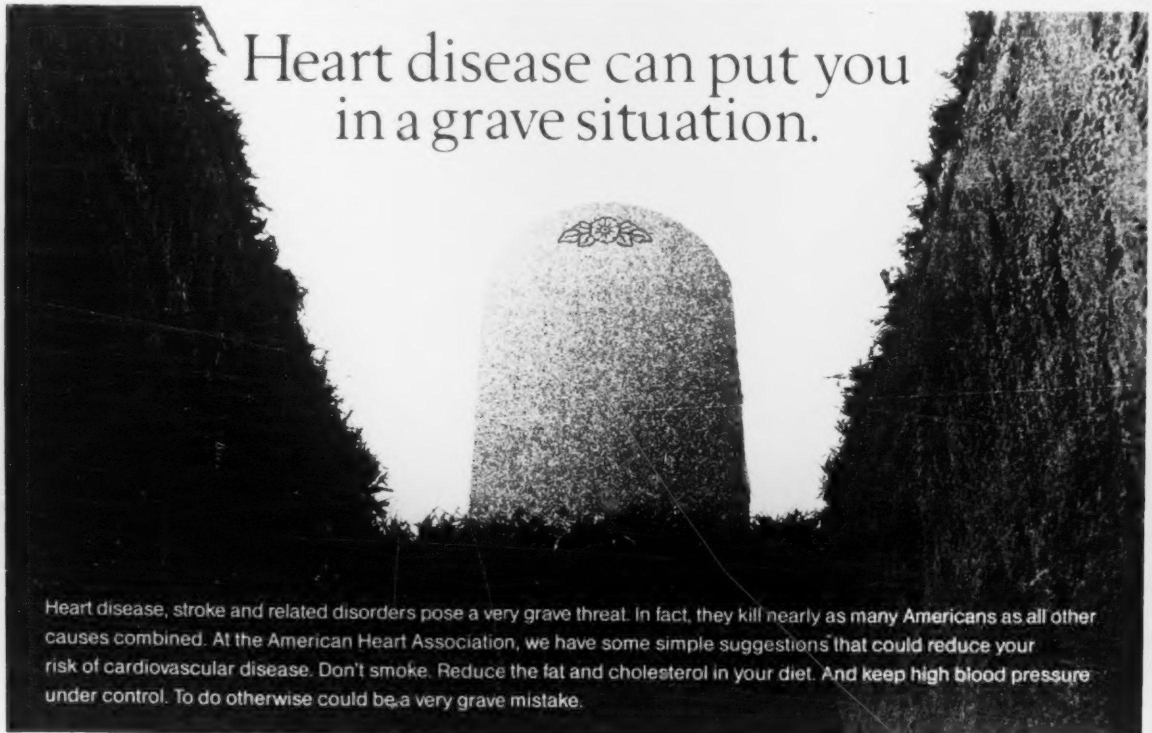
KANS. (cont.)

POPULATION—12/31/89

S&MM ESTIMATES

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
Lane	2.4	.0010	38.0	6.8	13.8	20.9	33.5	1.0	10,223	3,295	544	25	312	258	161
Lincoln	3.6	.0015	45.9	5.8	12.3	16.2	45.4	1.6	11,826	3,600	961	555	386	2,249	327
Linn	8.7	.0035	40.3	6.1	13.4	18.6	38.4	3.4	22,723	9,057	1,382	448	390	4,482	832
Logan	3.1	.0012	37.5	8.2	13.7	18.5	34.8	1.4	23,611	5,571	722	1,702	1,100	9,530	386
Lyon	35.5	.0142	29.7	17.7	19.2	16.1	23.7	13.5	213,253	43,770	20,591	34,264	8,074	43,505	5,210
McPherson	27.5	.0110	35.1	11.9	15.3	18.4	31.7	10.5	148,393	30,173	13,253	10,454	4,443	49,684	1,774
Marion	13.2	.0053	41.8	9.3	12.1	17.1	41.1	5.1	49,173	7,873	3,808	1,030	2,088	14,902	1,171
Marshall	12.8	.0051	41.7	8.0	12.0	18.1	40.2	5.3	55,134	11,718	3,230	6,239	4,953	13,684	1,115
Meade	4.5	.0018	37.6	8.8	13.4	19.3	34.1	1.8	11,684	3,328	1,327	172	707	2,522	93
Mitchell	7.7	.0031	37.6	8.7	14.1	16.2	36.7	3.2	48,476	11,012	2,242	2,410	947	14,138	699
Montgomery	41.8	.0167	36.9	8.8	14.3	18.7	33.8	16.4	220,268	56,527	18,624	29,141	7,765	58,325	6,070
Morris	6.4	.0026	41.9	7.0	11.8	18.7	40.5	2.6	25,620	5,488	1,656	875	452	9,448	656
Morton	3.3	.0013	32.4	9.4	16.3	21.8	23.9	1.2	11,952	3,948	730	491	104	2,285	434
Nemaha	10.8	.0043	38.1	8.1	12.2	17.1	36.6	4.2	41,586	10,229	3,667	894	921	13,779	1,574
Neosho	18.0	.0072	36.9	8.6	14.1	18.8	33.8	6.8	91,082	18,503	7,070	12,162	3,745	21,425	2,399
Ness	4.0	.0016	40.3	8.3	12.8	18.0	38.6	1.6	15,023	3,011	775	35	226	4,797	777
Norton	6.3	.0025	40.6	6.7	14.8	19.5	38.5	2.6	31,963	8,015	2,231	3,004	721	7,525	977
Osage	16.3	.0066	36.4	8.0	14.7	20.3	31.6	6.0	50,949	16,703	3,410	807	1,474	13,079	1,259
Osborne	6.0	.0024	47.6	6.4	10.4	15.5	47.5	2.3	20,457	5,667	1,736	149	558	2,824	704
Ottawa	5.7	.0023	40.4	6.8	12.4	20.0	37.9	2.3	23,354	4,187	792	397	313	8,024	1,151
Pawnee	7.3	.0029	38.0	7.6	15.6	19.9	34.3	3.0	29,623	6,244	2,267	4,278	850	8,232	1,304
Phillips	6.9	.0027	40.2	6.3	13.4	19.2	37.8	2.9	26,594	9,333	1,707	2,370	1,128	4,652	583
Pottawatomie	16.0	.0064	33.5	9.6	17.1	18.7	28.7	5.9	45,380	13,594	3,630	653	3,999	7,469	844
Pratt	10.0	.0040	37.7	10.0	14.4	18.8	34.5	4.1	65,979	14,688	7,637	10,496	890	13,763	2,267
Rawlins	3.7	.0015	38.9	7.1	13.6	18.7	36.4	1.4	10,430	3,785	679	130	148	2,416	225
Reno	66.4	.0266	33.9	11.1	16.6	19.2	29.0	25.5	447,087	88,572	43,008	66,316	17,885	123,531	10,098
Hutchinson	42.2	.0169	33.4	12.8	17.1	17.6	29.6	16.8	387,773	77,658	34,622	62,429	13,805	105,518	9,781
Republic	6.7	.0027	44.6	6.8	11.6	17.6	44.0	2.8	21,298	5,467	1,199	639	932	4,220	1,103
Rice	11.2	.0045	39.0	9.8	12.3	19.2	36.3	4.5	33,046	11,501	3,907	392	1,542	5,162	1,277



Heart disease, stroke and related disorders pose a very grave threat. In fact, they kill nearly as many Americans as all other causes combined. At the American Heart Association, we have some simple suggestions that could reduce your risk of cardiovascular disease. Don't smoke. Reduce the fat and cholesterol in your diet. And keep high blood pressure under control. To do otherwise could be a very grave mistake.

American Heart Association WE'RE FIGHTING FOR YOUR LIFE

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KANS. (cont.)

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
Riley	63.2	.0253	24.2	32.6	20.4	12.9	13.0	20.4
Rooks	6.0	.0024	38.8	7.9	12.7	17.0	37.4	2.3
Rush	3.9	.0015	44.4	6.4	11.8	17.7	43.0	1.5
Russell	8.0	.0032	40.6	7.5	13.6	18.4	38.5	3.2
Saline	51.3	.0206	33.0	11.3	17.2	20.0	26.6	20.3
Salina	43.7	.0175	32.6	11.9	17.6	19.5	26.3	17.5
Scott	5.7	.0022	33.1	7.9	17.0	19.5	27.3	2.1
Seward	18.2	.0073	30.2	12.0	17.6	19.8	21.6	6.8
Sheridan	3.1	.0012	35.9	7.6	13.1	19.1	32.1	1.3
Sherman	7.0	.0028	34.5	9.4	15.2	20.4	28.9	2.8
Smith	5.4	.0022	44.6	6.6	11.1	18.2	43.6	2.3
Stafford	5.4	.0022	43.6	6.4	11.6	17.9	43.0	2.3
Stanton	2.2	.0008	32.6	9.0	15.0	23.6	22.8	.8
Stevens	5.3	.0022	32.8	9.0	15.8	19.6	27.0	1.7
Sumner	26.4	.0105	37.1	8.1	14.1	19.2	33.6	10.1
Thomas	8.7	.0035	31.6	13.4	15.4	18.5	26.3	3.0
Trego	4.5	.0018	39.0	7.7	13.5	16.8	37.7	1.7
Wabaunsee	7.0	.0028	38.5	6.9	13.4	19.9	35.0	2.5
Wallace	2.0	.0008	34.6	7.9	16.0	18.9	30.4	.7
Washington	7.3	.0029	43.0	6.5	11.2	16.6	42.4	3.0
Wichita	2.8	.0012	31.9	8.7	15.6	20.1	25.1	1.0
Wilson	11.9	.0047	39.1	7.1	13.5	17.7	37.5	4.7
Woodson	4.3	.0017	43.3	7.4	12.5	17.0	42.7	1.8
TOTAL METRO COUNTIES	**1,307.7**	**.5236**	**32.2**	**11.1**	**18.6**	**21.0**	**23.8**	**498.2**
TOTAL STATE	**2,518.0**	**1.0078**	**33.2**	**11.1**	**17.0**	**19.7**	**27.3**	**962.5**

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
Riley	381,007	68,577	37,733	55,792	15,115	78,695	5,654
Rooks	21,633	3,771	1,270	153	819	2,894	822
Rush	7,783	2,759	584	169	104	495	177
Russell	40,837	9,980	3,848	1,393	894	9,588	1,502
Saline	418,326	65,359	40,928	61,712	14,584	91,937	6,717
Salina	408,373	65,230	39,180	61,706	14,001	91,778	6,715
Scott	26,972	6,332	2,330	3,536	1,143	3,516	755
Seward	147,750	26,610	11,031	27,189	6,731	32,220	2,794
Sheridan	8,964	3,202	315	359	228	2,165	466
Sherman	55,693	7,768	4,304	5,641	2,088	14,733	1,789
Smith	18,881	4,908	1,072	668	734	4,360	514
Stafford	11,533	4,239	1,245	153	359	340	913
Stanton	6,150	2,403	248	4	14	1,089	155
Stevens	14,949	5,338	887	412	455	4,795	971
Sumner	99,113	29,596	6,976	13,479	2,153	15,500	2,200
Thomas	53,610	10,433	6,084	2,151	911	11,566	718
Trego	18,444	4,197	1,126	29	421	3,377	758
Wabaunsee	18,871	3,281	2,019	121	236	730	227
Wallace	4,478	2,129	139	8	30	1,271	3
Washington	21,560	5,501	2,210	879	1,901	1,984	265
Wichita	7,162	1,591	267	6	20	3,400	99
Wilson	42,845	12,930	2,533	2,755	1,601	5,076	2,393
Woodson	13,030	3,389	1,274	458	322	1,812	23
TOTAL METRO COUNTIES	**9,677,304**	**1,841,754**	**950,627**	**1,436,500**	**438,885**	**2,371,808**	**226,179**
TOTAL STATE	**15,658,801**	**3,169,231**	**1,500,640**	**2,146,020**	**644,222**	**3,691,734**	**378,253**

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
KANSAS CITY	**22,825,388**	**29,370**	**18.9**	**26.3**	**19.7**	**20.7**	**.6800**
Johnson	6,385,073	37,288	13.8	25.3	22.3	31.4	.1847
• Olathe	850,977	33,438	16.3	28.5	24.9	22.1	.0272
Overland Park	1,949,190	39,254	12.5	24.8	23.8	33.3	.0651
Leavenworth	812,994	29,270	18.9	26.8	21.8	17.5	.0225
• Leavenworth	475,726	26,967	20.7	26.6	20.7	15.3	.0143
Miami	265,634	22,291	25.0	28.5	16.3	10.1	.0079
Wyandotte	1,998,285	23,560	21.8	27.5	17.1	12.6	.0597
• Kansas City	1,850,260	23,212	22.1	27.4	16.9	12.2	.0550
Cass, Mo.	*733,765*	*27,740*	*19.9*	*28.3*	*19.8*	*16.4*	*.0214*
Clay, Mo.	*2,309,689*	*33,294*	*16.2*	*27.0*	*23.4*	*23.4*	*.0696*
Jackson, Mo.	*9,045,017*	*27,110*	*20.6*	*25.6*	*18.1*	*19.1*	*.2773*
Independence	*1,683,600*	*30,963*	*18.4*	*26.0*	*23.1*	*19.6*	*.0504*
• Kansas City	*5,997,184*	*25,188*	*21.6*	*25.6*	*16.7*	*17.7*	*.1885*

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
Lafayette, Mo.	*337,994*	*21,698*	*24.6*	*29.2*	*15.2*	*9.2*	*.0096*
Platte, Mo.	*699,612*	*28,866*	*19.2*	*30.8*	*22.6*	*14.6*	*.0206*
Ray, Mo.	*237,325*	*22,011*	*24.2*	*29.5*	*16.5*	*8.2*	*.0067*
SUBURBAN TOTAL	13,651,241	32,384	17.0	26.4	21.4	24.0	.3950
LAWRENCE	**899,285**	**21,654**	**24.3**	**24.9**	**14.4**	**14.1**	**.0279**
Douglas	899,285	21,654	24.3	24.9	14.4	14.1	.0279
• Lawrence	697,972	20,179	25.2	24.1	12.8	13.5	.0232
SUBURBAN TOTAL	201,313	28,010	21.1	28.5	20.4	16.2	.0047
TOPEKA	**2,384,614**	**27,337**	**21.2**	**28.6**	**18.3**	**17.7**	**.0714**
Shawnee	2,384,614	27,337	21.2	28.6	18.3	17.7	.0714
• Topeka	1,757,315	24,972	23.3	28.9	16.2	15.5	.0576
SUBURBAN TOTAL	627,299	35,665	13.9	27.3	26.0	25.4	.0138
WICHITA	**6,605,200**	**28,253**	**19.4**	**28.3**	**18.8**	**19.2**	**.1932**
Butler	534,375	22,754	24.2	31.3	16.6	8.4	.0156

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KANS. (cont.)

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Sedgwick	6,070,825	29,091	18.8	28.0	19.0	20.5	.1776
• Wichita	4,490,522	27,398	20.0	28.3	18.0	18.7	.1398
SUBURBAN TOTAL	2,114,678	30,008	17.8	28.4	20.4	20.4	.0534
OTHER COUNTIES							
Allen	157,566	18,618	27.0	27.6	10.9	8.1	.0045
Anderson	87,556	19,141	28.4	25.4	12.4	9.9	.0025
Atchison	173,466	19,300	26.0	28.3	12.5	7.7	.0055
Barber	72,327	18,712	27.1	27.6	11.1	8.2	.0021
Barton	370,812	23,092	24.1	30.3	15.5	11.6	.0113
Bourbon	167,045	17,641	27.6	25.6	11.3	7.7	.0053
Brown	113,572	17,059	29.4	25.8	9.6	6.6	.0034
Chase	32,302	18,444	23.5	29.6	10.9	6.4	.0010
Chautauqua	57,244	18,163	27.7	25.4	11.0	9.5	.0014
Cherokee	209,376	16,878	27.4	26.5	10.0	6.0	.0059
Cheyenne	42,294	20,152	25.6	27.8	10.2	12.3	.0012
Clark	27,864	19,792	27.1	27.8	13.0	8.7	.0008
Clay	87,067	16,877	30.4	26.9	9.1	5.6	.0027
Cloud	105,685	16,622	30.9	25.5	9.1	6.0	.0035
Coffey	137,570	26,984	20.9	23.6	16.4	22.8	.0034
Comanche	23,038	16,528	35.4	25.5	7.5	5.5	.0007
Cowley	481,071	24,043	22.5	27.1	16.5	15.0	.0136
Crawford	354,914	15,578	27.5	24.1	10.1	5.8	.0116
Decatur	40,092	16,556	32.1	25.3	8.5	6.5	.0012
Dickinson	228,869	19,963	27.4	27.9	13.3	8.7	.0063
Doniphan	80,258	17,909	27.6	29.6	9.8	5.4	.0025
Edwards	36,504	15,500	31.7	25.3	7.4	4.3	.0010
Elk	37,444	16,125	30.6	22.2	10.9	6.3	.0010
Ellis	335,015	24,239	23.9	28.6	17.2	12.8	.0107
Ellsworth	68,585	17,511	29.2	26.8	10.4	5.4	.0021

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Finney	353,396	24,072	26.0	30.9	16.5	12.0	.0117
Ford	300,823	23,140	23.1	30.3	15.4	11.3	.0102
Franklin	275,232	22,427	26.8	26.5	16.5	12.5	.0079
Geary	284,115	17,567	33.5	25.2	11.4	6.5	.0096
Gove	31,298	15,775	31.5	24.7	7.1	6.3	.0011
Graham	40,321	19,306	26.7	24.5	13.8	9.9	.0012
Grant	86,074	24,547	21.5	37.7	14.0	12.2	.0025
Gray	61,243	24,578	23.9	32.4	17.6	11.0	.0015
Greeley	15,102	16,056	31.1	26.3	6.7	6.0	.0005
Greenwood	73,576	16,120	29.6	24.2	10.5	5.2	.0022
Hamilton	33,199	22,040	27.8	24.7	17.5	12.0	.0008
Harper	72,644	17,646	28.6	26.9	11.2	5.4	.0022
Harvey	361,465	23,716	23.9	32.2	16.5	10.1	.0108
Haskell	42,948	23,697	25.4	32.8	16.4	9.5	.0013
Hodgeman	19,431	16,241	33.7	26.4	8.2	3.7	.0003
Jackson	118,149	20,693	25.4	30.9	14.5	6.1	.0037
Jefferson	174,607	23,462	22.9	29.5	18.2	9.3	.0045
Jewell	39,898	15,800	28.7	24.1	8.8	5.9	.0012
Kearny	37,089	23,344	26.1	32.3	14.9	11.0	.0011
Kingman	67,217	18,764	28.4	27.5	12.0	7.3	.0025
Kiowa	43,453	22,065	24.9	27.3	15.3	11.5	.0013
Labette	272,391	21,116	24.8	27.6	15.3	9.6	.0080
Lane	25,866	18,615	29.9	26.9	12.4	7.1	.0007
Lincoln	32,809	14,741	34.8	23.7	6.3	3.4	.0011
Linn	79,736	16,078	28.9	23.9	10.1	6.0	.0023
Logan	35,000	18,795	29.0	28.4	12.1	6.1	.0012
Lyon	423,265	23,096	23.3	27.8	16.5	12.2	.0130
McPherson	341,316	24,291	23.7	30.9	16.5	12.5	.0099
Marion	126,000	17,776	29.7	28.5	9.6	6.0	.0039
Marshall	131,303	17,139	30.2	23.8	11.0	7.5	.0040

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That's how much Kansas City spends in retail dollars every year. And if you want to reach 757,000 of those spenders (that's 70% of the market including 78% of all $50,000+-income households), this is how to do it in a single Sunday:

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SBP 89
Belden Associates 1989 10-county Kansas City CMS

KANS. (cont.)

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Meade	43,181	18,135	31.6	28.4	10.8	5.4	.0012
Mitchell	72,078	16,411	31.8	26.6	7.3	5.5	.0024
Montgomery	459,404	20,008	26.6	27.5	13.7	8.7	.0143
Morris	63,169	16,951	29.8	24.5	10.2	6.8	.0019
Morton	36,947	23,160	23.7	29.0	15.8	11.9	.0010
Nemaha	102,478	16,676	29.2	24.5	9.7	7.1	.0032
Neosho	181,422	19,145	27.9	28.2	11.0	8.7	.0057
Ness	42,347	18,525	27.7	27.1	10.9	8.3	.0013
Norton	64,883	16,417	28.9	25.7	8.8	6.9	.0021
Osage	171,809	21,752	24.4	29.3	15.7	8.9	.0047
Osborne	50,060	15,486	33.2	25.2	6.6	4.7	.0017
Ottawa	59,088	18,677	27.8	28.0	10.7	7.9	.0017
Pawnee	87,609	20,659	28.9	27.6	14.0	10.1	.0024
Phillips	68,806	17,355	28.3	25.4	11.0	6.6	.0021
Pottawatomie	166,771	21,818	25.6	30.7	15.7	8.1	.0046
Pratt	116,297	21,230	25.9	29.7	13.9	9.3	.0037
Rawlins	33,267	16,614	32.1	23.9	8.8	7.5	.0010
Reno	753,617	21,944	25.8	29.8	15.3	9.6	.0245
Hutchinson	486,461	21,123	27.0	29.3	13.9	9.7	.0175
Republic	64,222	15,147	33.0	21.8	8.0	5.7	.0020
Rice	129,575	21,368	24.1	30.8	13.0	9.4	.0034
Riley	628,750	17,462	32.3	24.0	11.4	8.1	.0212
Rooks	60,461	19,177	29.3	28.7	11.3	7.7	.0019

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Rush	37,865	18,975	27.3	29.2	11.3	6.6	.0009
Russell	103,638	21,551	25.8	25.2	15.2	13.1	.0030
Saline	623,773	22,664	25.8	30.1	15.8	10.3	.0209
Salina	530,180	22,167	26.4	29.5	15.5	10.0	.0187
Scott	65,567	22,357	25.1	29.3	15.5	10.9	.0019
Seward	205,109	22,772	26.2	31.7	15.4	9.1	.0073
Sheridan	29,254	16,043	34.5	22.9	9.2	5.3	.0009
Sherman	71,963	18,172	33.4	28.5	9.9	6.3	.0027
Smith	40,770	12,646	33.9	19.9	5.3	2.3	.0013
Stafford	62,854	20,068	27.5	29.5	13.7	7.0	.0016
Stanton	20,514	17,833	34.4	25.9	10.1	7.3	.0005
Stevens	55,894	25,086	23.3	30.3	16.8	13.7	.0017
Sumner	293,527	22,476	24.8	29.5	17.0	8.8	.0083
Thomas	82,421	19,686	26.7	28.4	11.8	9.1	.0028
Trego	41,994	17,833	30.5	28.4	8.6	6.9	.0014
Wabaunsee	62,882	18,672	30.6	30.8	10.7	5.1	.0018
Wallace	11,929	12,829	36.7	18.4	3.9	2.9	.0004
Washington	53,506	12,218	33.6	18.6	4.1	3.1	.0017
Wichita	26,557	19,727	28.1	28.0	12.9	8.5	.0009
Wilson	113,637	17,745	29.6	27.8	10.4	5.7	.0033
Woodson	38,229	14,571	31.8	23.1	8.1	4.1	.0011
TOTAL METRO COUNTIES	**19,351,085**	**29,395**	**18.8**	**27.2**	**19.2**	**20.9**	**.5673**
TOTAL STATE	**32,395,711**	**24,398**	**22.8**	**27.4**	**16.4**	**15.1**	**.9671**

Kentucky

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
CLARKSVILLE-HOPKINSVILLE	**161.0**	**.0645**	**28.6**	**16.4**	**18.6**	**19.2**	**18.9**	**55.0**
Christian	63.5	.0254	27.8	17.5	17.9	17.5	19.7	20.0
• Hopkinsville	30.5	.0122	34.2	9.1	15.7	20.7	28.0	11.7
Montgomery, Tenn.	*97.5*	*.0391*	*29.0*	*15.7*	*19.0*	*20.3*	*18.4*	*35.0*
• *Clarksville*	*83.0*	*.0332*	*27.9*	*18.2*	*19.6*	*19.5*	*16.6*	*29.8*
SUBURBAN TOTAL	47.5	.0191	26.8	18.0	18.6	17.6	17.2	13.5
HUNTINGTON-ASHLAND	**328.8**	**.1316**	**33.8**	**9.8**	**16.2**	**21.2**	**26.8**	**124.6**
Boyd	52.8	.0212	34.7	9.2	16.6	21.8	27.7	20.1
• Ashland	25.9	.0104	38.6	8.9	14.1	20.2	34.8	10.7
Carter	25.9	.0104	31.5	10.4	15.9	20.6	23.8	8.9
Greenup	39.1	.0156	32.6	8.7	16.8	23.2	22.8	13.6
Lawrence, Ohio	*64.0*	*.0256*	*33.5*	*8.7*	*15.8*	*21.4*	*26.2*	*23.7*
Cabell, W. Va.	*101.6*	*.0406*	*34.8*	*11.5*	*15.8*	*19.9*	*29.9*	*41.5*
• *Huntington*	*57.0*	*.0228*	*37.4*	*12.9*	*14.5*	*17.5*	*35.4*	*24.8*
Wayne, W. Va.	*45.4*	*.0182*	*33.2*	*9.1*	*16.2*	*22.0*	*25.1*	*16.8*
SUBURBAN TOTAL	245.9	.0984	32.7	9.2	16.8	22.2	24.0	89.1
LEXINGTON-FAYETTE	**349.6**	**.1400**	**31.2**	**13.1**	**19.8**	**20.6**	**21.9**	**134.7**
Bourbon	19.3	.0077	34.5	8.4	16.1	21.5	27.7	7.3
Clark	30.0	.0120	32.7	8.7	17.9	21.6	24.3	11.2
Fayette	224.1	.0897	30.9	14.8	20.8	20.1	21.3	89.5
• Lexington-Fayette	224.1	.0897	30.9	14.8	20.8	20.1	21.3	89.5
Jessamine	32.0	.0129	29.9	12.1	20.2	20.6	19.1	11.0
Scott	24.1	.0096	31.7	11.8	16.7	21.3	23.3	8.5
Woodford	20.1	.0081	32.8	8.8	17.3	23.5	22.7	7.2
SUBURBAN TOTAL	125.5	.0503	32.0	10.1	17.8	21.6	23.0	45.2
LOUISVILLE	**967.5**	**.3874**	**32.7**	**10.0**	**18.0**	**21.0**	**24.9**	**365.1**
Bullitt	48.8	.0196	28.9	9.0	18.9	23.5	14.9	15.5
Jefferson	673.0	.2693	33.2	10.3	17.8	20.4	26.4	262.7
• Louisville	281.0	.1125	34.9	10.8	16.6	17.4	32.5	117.8
Oldham	35.2	.0141	30.5	9.6	21.9	25.5	14.7	10.6
Shelby	25.2	.0101	34.4	9.0	16.3	22.4	26.6	9.0
Clark, Ind.	*89.7*	*.0360*	*31.7*	*9.6*	*18.7*	*21.4*	*22.5*	*33.0*
Floyd, Ind.	*64.9*	*.0260*	*33.2*	*9.3*	*17.3*	*21.4*	*25.5*	*23.7*
• *New Albany*	*37.5*	*.0150*	*34.5*	*9.7*	*16.7*	*18.7*	*30.5*	*14.7*

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish/Appliance ($000)	Automotive ($000)	Drug ($000)
CLARKSVILLE-HOPKINSVILLE	**1,005,869**	**159,923**	**93,707**	**139,696**	**42,740**	**313,264**	**29,378**
Christian	347,690	61,453	34,706	35,534	13,094	92,775	14,199
• Hopkinsville	305,240	61,311	28,499	27,446	12,709	79,773	13,978
Montgomery, Tenn.	*658,179*	*98,470*	*59,001*	*104,162*	*29,646*	*220,489*	*15,179*
• *Clarksville*	*624,155*	*83,328*	*53,329*	*100,659*	*28,130*	*220,363*	*14,124*
SUBURBAN TOTAL	76,474	15,284	11,879	11,591	1,901	13,128	1,276
HUNTINGTON-ASHLAND	**1,848,066**	**373,525**	**168,608**	**318,174**	**86,500**	**374,447**	**79,250**
Boyd	435,090	69,934	36,976	82,040	13,718	108,400	22,183
• Ashland	375,517	48,065	31,281	80,368	13,438	100,825	19,676
Carter	89,786	19,009	6,650	10,591	6,266	13,460	4,569
Greenup	96,217	35,345	6,628	4,660	4,792	17,872	5,047
Lawrence, Ohio	*229,016*	*61,302*	*21,661*	*17,877*	*10,282*	*44,805*	*11,113*
Cabell, W. Va.	*891,365*	*154,668*	*88,823*	*186,337*	*47,519*	*178,284*	*32,397*
• *Huntington*	*521,447*	*94,525*	*64,492*	*89,117*	*29,724*	*96,843*	*23,685*
Wayne, W. Va.	*106,592*	*33,267*	*7,870*	*16,669*	*3,923*	*11,626*	*3,941*
SUBURBAN TOTAL	951,102	230,935	72,835	148,689	43,338	176,779	35,889
LEXINGTON-FAYETTE	**2,899,787**	**526,309**	**323,705**	**398,839**	**154,774**	**665,994**	**98,768**
Bourbon	94,234	20,485	6,380	9,901	1,081	26,815	5,159
Clark	202,652	35,460	16,675	30,174	4,929	59,666	7,451
Fayette	2,262,389	379,292	268,898	325,786	141,779	493,321	70,386
• Lexington-Fayette	2,262,389	379,292	268,898	325,786	141,779	493,321	70,386
Jessamine	150,259	36,597	10,765	11,986	2,443	50,433	6,407
Scott	99,628	30,229	13,250	15,564	2,828	17,417	4,239
Woodford	90,625	24,246	7,737	5,428	1,714	18,342	5,126
SUBURBAN TOTAL	637,398	147,017	54,807	73,053	12,995	172,673	28,382
LOUISVILLE	**6,876,449**	**1,196,348**	**751,038**	**940,175**	**371,374**	**1,611,484**	**306,554**
Bullitt	101,210	31,813	11,296	4,027	3,846	17,124	6,449
Jefferson	5,286,946	890,131	612,297	732,966	301,346	1,225,356	241,433
• Louisville	2,031,932	428,762	304,241	138,159	121,723	385,279	124,259
Oldham	143,419	36,439	7,638	14,078	7,129	44,661	5,876
Shelby	122,863	28,447	7,881	15,839	2,641	25,608	5,769
Clark, Ind.	*793,832*	*106,510*	*72,692*	*125,706*	*30,532*	*209,080*	*24,996*
Floyd, Ind.	*298,034*	*72,291*	*28,431*	*31,788*	*22,022*	*56,653*	*17,496*
• *New Albany*	*261,320*	*60,879*	*24,602*	*31,125*	*18,915*	*51,596*	*14,283*

KY. (cont.)

POPULATION—12/31/89

RETAIL SALES BY STORE GROUP—1989

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
Harrison, Ind.	*30.7*	*.0123*	*32.3*	*9.2*	*16.9*	*21.6*	*23.8*	*10.6*	*130,145*	*30,717*	*10,803*	*15,771*	*3,858*	*33,002*	*4,535*
SUBURBAN TOTAL	649.0	.2599	31.8	9.7	18.7	22.7	21.3	232.6	4,583,197	706,707	422,195	770,891	230,736	1,174,609	168,012
OWENSBORO	**87.9**	**.0352**	**32.6**	**10.2**	**16.5**	**20.8**	**25.2**	**33.4**	**622,154**	**123,291**	**56,573**	**113,504**	**33,419**	**128,114**	**26,615**
Daviess	87.9	.0352	32.6	10.2	16.5	20.8	25.2	33.4	622,154	123,291	56,573	113,504	33,419	128,114	26,615
• Owensboro	57.6	.0231	33.3	10.6	16.5	20.0	27.3	23.0	545,887	111,612	52,555	93,814	30,259	113,007	24,061
SUBURBAN TOTAL	30.3	.0121	31.1	9.4	16.6	22.2	21.3	10.4	76,267	11,679	4,018	19,690	3,160	15,107	2,554
OTHER COUNTIES															
Adair	16.1	.0065	36.9	8.6	13.5	21.0	31.8	5.8	60,663	15,250	4,919	9,171	2,506	8,538	3,083
Allen	14.9	.0059	37.1	8.3	14.0	21.4	31.8	5.8	58,278	22,000	3,327	2,054	792	[illegible]	[illegible]
Anderson	14.7	.0059	33.1	8.5	17.4	21.5	25.3	5.3	70,614	15,473	4,200	12,863	535	18,560	2,831
Ballard	8.1	.0033	37.2	7.7	14.5	20.3	33.0	3.2	51,234	14,443	1,307	289	732	23,224	1,777
Barren	33.7	.0134	35.4	8.8	15.6	21.1	29.5	12.9	210,497	47,762	21,861	37,056	7,395	32,242	9,735
Bath	9.9	.0040	34.4	8.9	15.3	20.5	28.5	3.6	27,895	11,140	1,419	1,403	1,493	4,132	1,809
Bell	32.9	.0132	32.2	9.1	16.3	19.7	25.8	11.8	206,531	48,600	18,405	53,534	6,728	33,138	6,883
☐ Boone	55.3	.0221	30.5	9.5	18.9	22.7	18.7	19.1	733,424	88,457	64,764	133,648	31,143	176,425	25,445
Boyle	26.0	.0104	33.5	10.5	15.7	20.5	27.2	9.8	218,779	41,595	16,524	37,804	10,293	56,908	6,461
Bracken	7.7	.0031	36.1	8.2	13.9	20.1	31.5	2.7	12,395	3,307	842	435	276	2,576	648
Breathitt	16.9	.0067	29.5	10.7	16.5	19.1	21.8	5.5	83,241	18,895	5,358	14,820	3,425	16,093	2,987
Breckinridge	17.0	.0068	34.1	8.7	15.5	19.6	29.0	6.3	65,482	19,615	3,690	9,491	1,105	11,628	3,821
Butler	11.9	.0047	34.5	9.0	15.1	20.4	28.8	4.1	23,207	9,738	807	981	1,129	3,225	1,809
Caldwell	12.6	.0051	38.5	8.0	14.4	20.0	34.8	5.0	100,448	19,181	6,645	11,964	2,249	36,536	5,549
Calloway	31.1	.0124	33.5	18.2	14.4	18.6	29.3	11.7	213,462	38,146	12,814	19,486	7,112	74,126	6,542
☐ Campbell	82.3	.0330	32.9	10.5	15.6	19.4	27.3	30.2	430,232	113,481	57,366	31,982	16,293	78,821	27,733
Carlisle	5.1	.0020	38.5	7.9	13.1	20.5	34.6	2.0	15,005	3,451	470	204	116	4,681	168
Carroll	9.6	.0038	35.0	9.0	14.9	21.1	28.8	3.6	54,720	16,189	4,650	2,874	450	15,293	2,870
Casey	15.0	.0060	34.2	8.5	15.0	19.9	28.9	5.8	39,624	12,510	3,865	3,603	1,464	8,779	1,049
Clay	24.0	.0096	29.6	9.8	16.1	19.6	21.7	7.8	86,311	17,450	4,602	15,504	2,281	21,089	5,982
Clinton	9.5	.0038	35.6	8.9	14.3	22.1	29.0	3.6	35,813	13,369	1,245	1,016	966	4,895	2,106
Crittenden	9.0	.0036	37.3	8.2	14.6	20.7	32.9	3.2	23,678	8,305	1,720	2,484	1,373	2,720	1,642
Cumberland	7.0	.0028	37.5	8.5	14.1	20.1	33.5	2.8	26,913	10,439	2,513	1,032	906	3,337	1,831
Edmonson	10.2	.0041	34.0	8.8	15.0	21.8	26.7	3.4	17,880	6,890	2,395	1,174	335	1,640	747
Elliott	7.0	.0028	30.9	9.1	16.6	19.7	23.5	2.5	16,756	4,962	866	368	617	4,265	1,279
Estill	14.5	.0058	33.6	8.7	15.1	21.1	26.7	5.3	50,430	9,734	2,820	4,096	1,233	20,662	2,532
Fleming	12.5	.0050	34.3	8.7	15.9	19.4	29.5	4.8	73,089	13,658	3,860	4,621	1,029	28,481	4,590
Floyd	50.2	.0201	31.1	9.5	17.3	19.6	23.7	17.6	221,920	45,684	15,813	31,983	6,679	44,119	14,134
Franklin	44.5	.0178	32.9	10.1	19.2	21.6	24.3	17.8	302,342	74,057	25,867	28,869	8,537	85,851	15,486
Fulton	7.7	.0031	37.6	8.1	13.1	18.2	35.2	3.1	54,668	15,220	3,074	8,177	1,430	7,375	3,244
Gallatin	5.1	.0020	33.2	8.9	15.4	21.8	25.4	2.0	12,305	5,468	863	587	94	288	409
Garrard	11.3	.0046	35.9	8.4	15.9	21.7	29.6	4.3	31,110	11,466	2,861	1,004	1,141	4,091	2,193
Grant	15.3	.0061	33.3	8.3	15.4	21.8	25.7	5.2	83,772	19,981	6,529	12,198	1,416	21,801	3,285
Graves	33.7	.0135	37.8	8.1	14.6	20.3	33.9	13.5	185,972	43,681	10,003	22,637	6,884	40,938	8,282
Grayson	22.8	.0091	34.1	8.8	15.2	19.8	28.9	8.4	82,097	21,215	4,267	12,409	3,742	9,991	5,510
Green	10.4	.0042	37.2	8.0	14.6	21.4	32.0	3.9	25,321	9,588	1,830	827	599	2,969	1,662
Hancock	7.9	.0032	31.1	9.0	17.1	20.9	22.5	2.9	16,868	9,813	472	17	310	712	2,041

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KY. (cont.)

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
Hardin	90.7	.0363	25.3	22.0	17.5	18.4	14.6	27.9
Harlan	40.3	.0161	30.9	9.6	16.8	18.1	25.1	14.1
Harrison	15.7	.0063	36.3	8.5	14.4	20.2	31.8	5.7
Hart	15.8	.0063	35.1	8.7	14.4	21.0	29.3	5.9
☐ Henderson	42.8	.0172	33.0	9.6	17.1	20.7	25.8	16.4
● Henderson	26.3	.0105	33.8	10.0	16.9	19.6	28.3	10.6
Henry	13.1	.0052	35.8	8.2	15.3	21.8	29.4	4.7
Hickman	5.2	.0021	38.9	7.8	13.4	19.7	36.0	1.9
Hopkins	47.1	.0188	33.7	9.0	16.7	20.2	27.7	17.9
Jackson	12.6	.0051	32.2	9.0	15.5	19.1	26.5	4.5
Johnson	25.9	.0103	32.4	9.1	17.0	20.7	24.9	8.9
☐ Kenton	141.2	.0565	32.1	10.2	17.4	19.4	25.5	52.6
Covington	45.9	.0184	33.0	10.6	16.1	16.5	30.2	18.5
Knott	18.6	.0075	29.3	10.2	17.1	18.7	21.6	6.1
Knox	31.4	.0125	31.6	9.3	15.6	19.7	25.0	11.0
Larue	11.8	.0048	36.1	8.4	14.8	21.3	30.3	4.4
Laurel	45.1	.0180	31.7	9.3	16.8	20.4	24.1	15.7
Lawrence	14.9	.0060	32.8	8.9	15.6	20.3	26.3	5.1
Lee	7.5	.0030	34.9	8.1	14.6	20.3	29.5	2.9
Leslie	14.8	.0059	28.4	10.8	17.0	20.4	18.3	4.9
Letcher	30.1	.0121	30.7	9.4	16.7	19.4	23.4	10.5
Lewis	14.1	.0056	31.1	9.4	15.4	20.4	23.6	5.0
Lincoln	19.3	.0077	34.2	8.1	15.2	20.5	28.3	7.1
Livingston	9.1	.0037	35.6	8.4	16.2	21.6	29.4	3.7
Logan	26.5	.0106	35.6	8.8	14.4	21.2	29.7	9.9
Lyon	6.5	.0026	37.6	10.1	18.4	22.2	32.1	2.3
McCracken	60.0	.0240	35.6	8.7	16.5	20.5	30.4	24.5
McCreary	16.7	.0067	30.0	9.4	15.8	18.7	23.4	5.7
McLean	9.9	.0039	35.2	8.1	16.0	20.9	29.4	3.5
Madison	57.2	.0229	28.1	22.2	15.9	18.6	20.4	19.6
Magoffin	14.5	.0058	29.1	10.1	15.8	19.6	21.0	4.9
Marion	17.0	.0068	30.9	9.6	15.6	18.5	25.1	5.7
Marshall	27.2	.0109	37.1	8.4	14.8	22.8	30.6	10.7
Martin	14.4	.0058	27.6	10.1	18.8	17.8	18.3	4.4
Mason	16.6	.0066	35.0	8.8	15.3	19.2	30.8	6.3
Meade	24.6	.0099	27.6	10.2	23.0	18.7	14.4	8.1
Menifee	5.3	.0021	31.0	10.3	16.1	19.4	24.2	1.6
Mercer	20.0	.0080	35.5	8.3	15.4	21.0	29.8	7.4
Metcalfe	9.8	.0039	36.3	8.5	13.9	21.6	30.4	3.6
Monroe	12.0	.0048	36.0	8.6	14.2	21.2	30.4	4.7
Montgomery	21.2	.0085	31.9	9.0	17.5	20.5	24.2	7.8
Morgan	12.1	.0049	32.0	10.3	15.2	19.0	26.5	4.1
Muhlenberg	31.8	.0127	33.8	9.3	15.8	19.7	28.4	11.4
Nelson	30.5	.0122	30.6	10.1	16.7	19.6	23.1	10.4
Nicholas	7.2	.0029	35.1	8.5	15.6	20.2	29.9	2.7
Ohio	21.5	.0086	34.0	8.5	15.8	20.0	28.5	8.0
Owen	9.3	.0037	35.9	7.5	14.9	19.8	31.4	3.4
Owsley	5.4	.0022	33.8	8.5	14.6	20.4	27.9	1.7
Pendleton	11.3	.0045	33.2	9.0	15.0	20.4	26.9	4.2
Perry	35.4	.0142	29.9	10.0	17.2	19.3	22.0	12.0
Pike	81.4	.0325	30.1	10.0	18.2	20.1	21.0	28.3
Powell	12.6	.0051	30.6	9.3	16.7	21.1	21.6	4.1
Pulaski	49.5	.0198	34.3	9.1	15.9	21.2	27.6	18.8
Robertson	2.1	.0008	37.8	7.6	14.1	20.8	33.4	.8
Rockcastle	14.8	.0060	33.7	8.7	14.9	21.0	27.0	5.3
Rowan	19.4	.0077	27.5	22.9	14.9	18.2	20.7	6.4
Russell	14.9	.0060	36.3	8.5	14.5	20.6	31.3	5.8
Simpson	14.6	.0059	33.9	8.8	15.7	20.0	28.3	5.4
Spencer	6.4	.0025	33.6	8.5	16.3	22.1	25.5	2.2
Taylor	22.3	.0089	34.3	10.2	15.9	22.1	26.8	8.7
Todd	11.4	.0046	35.6	8.8	14.1	19.3	31.5	4.3
Trigg	9.3	.0037	37.8	7.0	14.1	20.9	33.3	3.6
Trimble	6.4	.0026	33.6	8.1	17.1	21.5	26.2	2.2
Union	17.5	.0070	28.3	15.8	14.9	16.3	23.7	5.8
Warren	81.1	.0325	30.0	17.5	17.3	19.2	22.1	29.6
Bowling Green	42.2	.0169	28.7	23.7	15.6	16.5	23.6	15.8
Washington	10.0	.0040	33.6	9.4	14.3	19.6	28.5	3.4
Wayne	18.2	.0072	33.4	9.1	15.2	20.2	27.3	6.7
Webster	14.5	.0058	35.5	8.8	14.6	18.9	31.8	5.5
Whitley	37.2	.0149	31.9	11.7	15.4	19.2	26.1	13.5
Wolfe	7.2	.0029	32.3	9.7	14.9	20.1	25.9	2.5
TOTAL METRO COUNTIES	**1,722.6**	**.6897**	**32.2**	**10.9**	**18.0**	**20.7**	**24.2**	**646.8**
TOTAL STATE	**3,766.2**	**1.5075**	**32.3**	**10.8**	**17.0**	**20.3**	**25.1**	**1,383.2**

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
Hardin	648,680	117,258	47,675	83,197	23,399	181,136	13,696
Harlan	152,089	43,643	9,821	19,767	8,811	24,485	7,694
Harrison	70,545	20,962	8,113	12,556	1,669	6,490	4,223
Hart	52,119	15,875	2,504	1,916	1,693	8,154	2,394
☐ Henderson	294,273	61,235	26,566	34,926	11,846	78,175	12,481
● Henderson	289,366	58,660	26,080	34,761	11,727	77,609	12,423
Henry	63,109	15,484	1,564	695	886	19,270	4,040
Hickman	10,937	3,656	469	29	116	1,503	646
Hopkins	283,486	59,618	19,382	44,464	11,365	77,771	13,363
Jackson	18,600	4,897	1,255	1,601	602	3,679	1,472
Johnson	124,178	24,941	9,983	12,381	6,089	28,212	5,490
☐ Kenton	741,679	172,090	116,267	102,603	27,359	97,291	36,660
Covington	315,580	65,232	57,986	16,229	14,384	83,820	14,046
Knott	45,420	18,369	2,365	1,579	1,817	3,606	2,334
Knox	151,775	41,471	7,874	19,376	3,165	40,441	8,133
Larue	31,888	10,471	2,341	5,171	888	4,637	2,243
Laurel	208,872	49,553	16,365	13,248	14,386	62,241	7,147
Lawrence	51,786	18,319	3,414	4,271	613	8,726	4,549
Lee	27,633	9,191	1,221	1,806	226	4,506	2,419
Leslie	30,540	8,121	2,387	3,812	2,334	2,960	745
Letcher	102,864	31,882	4,898	16,354	2,727	8,005	7,591
Lewis	28,222	10,298	2,523	1,825	868	3,029	1,033
Lincoln	57,195	14,900	3,841	5,738	2,111	18,595	1,951
Livingston	27,321	10,662	2,689	152	576	3,752	2,805
Logan	93,178	28,370	7,006	11,678	3,455	15,917	5,210
Lyon	10,771	4,866	1,251	25	417	1,147	712
McCracken	625,321	119,008	58,174	100,196	31,399	134,643	20,976
McCreary	33,642	14,333	1,795	2,386	1,037	4,417	1,575
McLean	16,606	8,313	1,271	418	568	1,400	1,338
Madison	327,243	73,194	44,623	40,134	4,454	58,880	11,325
Magoffin	32,617	9,025	2,593	3,439	520	2,007	2,444
Marion	54,947	21,366	4,510	3,373	1,263	4,453	3,894
Marshall	148,161	26,737	11,288	14,371	6,531	39,454	4,110
Martin	54,222	14,538	1,599	3,380	948	19,038	3,198
Mason	122,178	29,996	9,017	14,637	3,707	25,366	7,535
Meade	77,325	13,093	6,467	595	1,103	38,053	2,789
Menifee	13,195	3,638	583	616	342	1,177	197
Mercer	87,167	28,952	7,074	11,667	2,814	12,584	3,309
Metcalfe	28,150	4,265	1,523	659	1,272	9,385	1,448
Monroe	45,245	18,931	2,955	1,126	1,438	4,621	3,669
Montgomery	134,601	27,480	11,111	8,345	6,803	42,522	5,994
Morgan	45,667	7,904	1,389	2,751	1,002	15,806	2,071
Muhlenberg	161,721	58,753	8,278	20,265	5,128	30,316	8,510
Nelson	135,975	41,986	13,166	18,548	4,496	22,997	5,227
Nicholas	11,613	4,786	559	158	491	1,188	1,829
Ohio	79,809	18,050	4,440	11,945	1,861	23,282	5,953
Owen	32,504	7,219	1,416	314	445	10,378	2,662
Owsley	9,871	3,810	494	626	527	1,098	412
Pendleton	34,794	11,845	1,812	1,274	838	5,724	1,613
Perry	175,332	41,829	12,918	23,304	7,346	34,531	7,141
Pike	429,711	104,261	30,219	59,164	12,732	92,710	19,027
Powell	35,864	13,990	2,980	4,517	1,165	3,090	2,875
Pulaski	354,650	64,478	27,415	61,692	14,677	73,577	10,570
Robertson	2,799	778	180	111	112	338	13
Rockcastle	35,376	13,233	2,976	1,834	745	2,356	2,539
Rowan	110,776	25,094	10,041	15,338	1,868	19,859	5,649
Russell	74,305	25,760	5,634	5,225	3,767	14,998	3,949
Simpson	88,761	21,994	8,860	9,959	3,560	19,726	3,846
Spencer	12,949	6,819	327	34	131	896	444
Taylor	121,834	27,421	12,203	16,699	2,269	25,847	4,955
Todd	20,618	8,497	1,224	328	381	5,307	1,478
Trigg	35,448	13,176	2,363	1,027	2,260	6,029	1,039
Trimble	5,030	1,263	468	12	45	135	998
Union	83,700	19,803	4,251	14,483	1,756	21,312	3,963
Warren	705,404	114,707	59,938	121,693	31,044	145,326	24,240
Bowling Green	643,299	106,991	54,638	105,152	30,159	137,900	22,381
Washington	29,155	11,388	1,998	619	379	5,875	1,757
Wayne	50,547	16,967	3,281	2,884	1,641	6,129	4,169
Webster	62,205	16,287	1,594	2,016	1,177	27,206	3,331
Whitley	208,697	27,829	20,200	22,206	8,473	41,782	8,400
Wolfe	14,802	6,007	619	883	349	2,337	780
TOTAL METRO COUNTIES	**12,344,770**	**2,257,434**	**1,369,313**	**1,715,237**	**627,666**	**2,770,076**	**533,227**
TOTAL STATE	**22,465,835**	**4,667,319**	**2,136,783**	**2,969,164**	**978,115**	**5,024,269**	**983,882**

KY. (cont.)

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
CLARKSVILLE-HOPKINSVILLE	**1,624,275**	**20,213**	**29.0**	**27.5**	**13.5**	**9.5**	**.0553**
Christian	608,230	18,096	31.4	23.7	12.1	9.3	.0205
• Hopkinsville	329,203	19,553	26.6	23.5	14.4	11.2	.0128
Montgomery, Tenn.	*1,016,045*	*21,458*	*27.7*	*29.8*	*14.2*	*9.6*	*.0348*
• *Clarksville*	*871,471*	*21,096*	*29.2*	*30.1*	*13.5*	*9.4*	*.0308*
SUBURBAN TOTAL	423,601	18,390	30.7	25.3	12.7	8.3	.0117
HUNTINGTON-ASHLAND	**3,126,629**	**18,771**	**24.9**	**27.2**	**13.0**	**7.2**	**.1058**
Boyd	571,216	21,497	22.2	26.4	16.4	9.8	.0205
• Ashland	299,365	19,314	23.3	24.2	13.9	10.5	.0132
Carter	181,075	14,117	27.4	24.0	8.1	4.1	.0062
Greenup	353,895	21,012	23.8	32.5	13.3	6.5	.0102
Lawrence, Ohio	*633,492*	*21,235*	*22.7*	*29.1*	*15.0*	*8.5*	*.0187*
Cabell, W. Va.	*967,782*	*16,728*	*27.3*	*25.6*	*10.8*	*6.1*	*.0384*
• *Huntington*	*548,402*	*14,759*	*27.9*	*22.8*	*8.9*	*5.8*	*.0220*
Wayne, W. Va.	*419,169*	*19,017*	*25.0*	*26.8*	*14.0*	*7.0*	*.0118*
SUBURBAN TOTAL	2,278,862	20,001	24.2	28.9	14.0	7.2	.0706
LEXINGTON-FAYETTE	**4,324,044**	**23,146**	**23.6**	**26.7**	**15.6**	**14.3**	**.1442**
Bourbon	175,804	17,069	26.9	25.6	10.0	7.8	.0058
Clark	345,034	23,473	20.6	26.7	17.0	13.1	.0111
Fayette	2,936,049	23,330	23.9	26.3	15.3	15.3	.1020
• Lexington-Fayette	2,936,049	23,330	23.9	26.3	15.3	15.3	.1020
Jessamine	360,789	23,887	22.8	28.6	17.4	13.1	.0107
Scott	249,042	22,214	24.4	29.8	15.7	9.2	.0076
Woodford	257,326	27,610	20.8	25.5	19.2	18.9	.0070
SUBURBAN TOTAL	1,387,995	22,812	22.9	27.4	16.1	12.4	.0422
LOUISVILLE	**11,688,076**	**24,505**	**22.0**	**28.3**	**17.0**	**13.8**	**.3752**
Bullitt	475,028	26,293	20.3	34.9	20.4	9.5	.0131
Jefferson	8,578,892	24,506	21.8	27.2	16.6	15.0	.2765
• Louisville	3,137,839	18,179	25.7	23.9	11.8	10.2	.1056
Oldham	431,356	31,848	18.3	26.4	22.3	21.4	.0119
Shelby	275,632	23,365	21.4	27.3	17.1	11.9	.0083
Clark, Ind.	*928,417*	*23,206*	*24.2*	*32.8*	*16.2*	*8.5*	*.0351*
Floyd, Ind.	*705,724*	*23,897*	*22.5*	*30.4*	*17.9*	*10.7*	*.0211*
• *New Albany*	*396,797*	*21,138*	*25.2*	*29.7*	*14.4*	*8.6*	*.0136*
Harrison, Ind.	*293,027*	*22,475*	*25.1*	*33.4*	*14.8*	*8.2*	*.0092*
SUBURBAN TOTAL	8,153,440	27,826	19.8	30.7	19.7	16.0	.2560
OWENSBORO	**922,918**	**21,018**	**24.5**	**27.6**	**15.5**	**9.0**	**.0319**
Daviess	922,918	21,018	24.5	27.6	15.5	9.0	.0319
• Owensboro	608,166	19,332	26.1	25.9	14.4	8.2	.0234
SUBURBAN TOTAL	314,752	24,692	21.1	31.2	18.0	10.8	.0085
OTHER COUNTIES							
Adair	114,990	13,425	30.1	21.8	6.6	4.2	.0041
Allen	138,733	16,708	26.7	22.6	13.4	6.4	.0043
Anderson	164,129	25,009	23.0	30.8	18.6	12.3	.0050
Ballard	84,243	19,194	23.4	23.8	14.8	9.8	.0027
Barren	343,993	19,662	23.9	27.7	13.5	8.2	.0116
Bath	80,807	15,720	28.9	22.7	10.0	7.2	.0025
Bell	243,085	13,390	28.3	20.8	7.9	4.7	.0099
☐ Boone	646,967	28,297	19.1	32.1	23.0	12.7	.0271
Boyle	287,916	20,714	24.9	25.7	15.3	10.7	.0103
Bracken	68,427	19,492	24.9	28.9	11.7	8.2	.0018
Breathitt	95,502	10,466	23.5	16.9	7.1	4.0	.0044
Breckinridge	135,521	14,770	31.3	20.6	10.0	4.9	.0044
Butler	84,313	14,885	27.4	25.1	7.9	4.4	.0025
Caldwell	117,669	16,872	26.5	25.7	11.7	6.0	.0046
Calloway	301,277	17,633	28.5	26.1	10.6	7.2	.0108
☐ Campbell	999,706	26,266	21.1	27.4	19.8	14.8	.0293
Carlisle	51,732	18,650	26.3	26.3	10.1	10.7	.0014
Carroll	95,995	19,512	25.0	25.5	13.1	10.3	.0033
Casey	98,226	11,865	32.8	16.9	4.9	3.1	.0034
Clay	170,602	13,686	27.4	19.0	8.8	7.2	.0060
Clinton	60,411	11,624	32.9	14.6	4.9	4.1	.0023
Crittenden	81,869	19,190	22.7	24.6	15.3	8.4	.0025
Cumberland	58,317	13,598	29.1	19.4	8.8	5.0	.0019
Edmonson	72,737	15,651	30.1	25.2	8.6	4.7	.0022
Elliott	35,608	10,141	29.3	16.3	4.4	.5	.0014
Estill	116,465	15,840	25.0	23.7	12.3	4.7	.0039
Fleming	102,145	15,275	29.7	22.4	8.2	5.3	.0037
Floyd	374,065	15,476	28.3	25.1	9.7	4.2	.0136
Franklin	568,654	23,832	25.3	27.7	16.7	14.0	.0176

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Fulton	67,093	14,729	20.7	24.9	10.5	4.8	.0025
Gallatin	39,612	14,481	24.9	26.5	7.9	3.7	.0012
Garrard	94,436	16,621	27.9	26.0	11.7	3.9	.0029
Grant	132,011	20,509	24.5	30.7	15.0	5.4	.0046
Graves	375,188	20,934	23.2	27.5	14.2	10.3	.0117
Grayson	179,771	15,141	28.1	22.9	8.8	5.6	.0061
Green	81,851	15,174	28.3	25.1	7.5	4.5	.0024
Hancock	93,581	25,921	19.5	22.3	23.9	14.7	.0024
Hardin	962,428	21,270	28.6	29.2	13.7	10.1	.0332
Harlan	316,965	15,093	26.4	23.8	10.9	5.2	.0107
Harrison	139,525	17,935	26.1	26.1	11.2	7.7	.0046
Hart	131,249	14,237	27.9	21.6	7.9	5.7	.0042
☐ Henderson	505,809	23,678	22.7	29.3	17.9	10.8	.0162
• Henderson	313,686	21,960	24.0	27.6	16.6	9.9	.0119
Henry	127,529	20,456	24.3	27.5	13.6	9.8	.0040
Hickman	44,972	16,667	24.1	25.3	11.3	6.5	.0014
Hopkins	508,102	21,091	24.1	25.4	15.9	10.6	.0164
Jackson	71,972	10,463	29.8	15.0	4.0	3.0	.0024
Johnson	207,848	15,743	24.2	22.6	11.6	7.0	.0074
☐ Kenton	1,728,587	25,943	21.3	27.8	18.7	14.7	.0505
Covington	472,361	18,359	26.5	25.1	12.8	8.3	.0164
Knott	161,616	17,556	24.3	23.1	12.0	10.3	.0047
Knox	206,771	12,321	26.8	19.1	8.1	4.1	.0083
Larue	95,902	15,974	29.3	25.5	9.6	4.5	.0030
Laurel	366,908	17,203	29.2	26.5	10.4	5.9	.0128
Lawrence	121,271	14,370	25.8	19.4	10.2	9.7	.0039
Lee	53,080	12,110	32.1	18.6	5.2	4.1	.0019
Leslie	122,080	16,105	26.1	19.9	14.1	8.0	.0036
Letcher	260,884	17,201	27.5	23.4	12.8	7.9	.0082
Lewis	97,111	13,838	30.3	21.8	7.8	3.2	.0031
Lincoln	133,892	13,598	31.0	21.6	7.2	3.0	.0046
Livingston	92,429	19,000	28.0	28.1	13.2	6.6	.0026
Logan	239,311	17,897	27.3	27.0	11.7	6.0	.0073
Lyon	62,067	19,396	23.9	26.4	13.2	9.0	.0017
McCracken	710,953	21,748	22.5	26.2	16.1	11.0	.0265
McCreary	92,995	10,797	29.8	16.8	4.4	2.7	.0034
McLean	89,344	19,424	21.5	26.6	14.2	8.2	.0025
Madison	574,326	20,109	25.4	25.7	13.8	10.8	.0189
Magoffin	92,291	11,913	25.5	19.1	8.8	3.6	.0031
Marion	140,614	17,571	29.4	26.9	11.3	5.9	.0045
Marshall	293,577	21,457	24.3	28.8	15.8	8.5	.0092
Martin	119,937	18,757	20.7	20.0	15.2	12.7	.0039
Mason	165,263	19,555	24.8	26.8	13.7	8.5	.0059
Meade	205,757	20,167	31.2	33.4	10.7	6.4	.0066
Menifee	28,286	12,900	27.7	24.2	6.4	1.3	.0010
Mercer	195,953	20,528	23.9	27.7	15.2	8.1	.0061
Metcalfe	63,059	10,724	29.6	15.4	4.9	2.8	.0022
Monroe	88,954	12,674	28.8	19.6	6.6	3.6	.0032
Montgomery	176,991	16,333	29.9	25.4	7.9	6.2	.0068
Morgan	73,381	11,031	28.4	16.0	5.7	4.2	.0028
Muhlenberg	321,424	20,704	25.3	25.4	15.2	10.6	.0103
Nelson	281,532	20,317	25.9	29.2	14.1	7.3	.0091
Nicholas	64,426	17,055	29.0	24.1	10.9	7.2	.0018
Ohio	202,426	19,255	23.9	25.7	15.6	7.2	.0060
Owen	76,094	15,756	27.2	22.3	10.9	6.4	.0025
Owsley	28,733	11,913	32.8	16.5	5.2	3.3	.0011
Pendleton	97,847	18,398	26.0	29.3	12.3	4.5	.0030
Perry	331,513	19,415	24.3	23.2	14.4	11.3	.0109
Pike	647,093	16,712	27.3	27.1	9.9	5.3	.0239
Powell	89,837	15,978	30.3	24.4	9.7	5.0	.0030
Pulaski	412,040	14,414	28.9	21.8	9.3	5.4	.0163
Robertson	15,297	15,103	31.3	24.5	6.9	2.6	.0005
Rockcastle	95,725	12,591	31.3	17.7	5.9	3.8	.0033
Rowan	147,129	14,569	26.7	23.3	8.0	6.5	.0056
Russell	124,253	13,928	29.6	20.1	6.9	6.8	.0044
Simpson	162,509	22,215	22.9	25.5	17.6	11.6	.0052
Spencer	60,270	22,260	21.5	29.3	14.8	10.5	.0017
Taylor	236,211	20,753	24.0	28.7	14.1	8.6	.0074
Todd	108,082	17,160	28.1	22.8	11.2	8.9	.0029
Trigg	84,769	17,087	29.1	24.4	11.2	6.2	.0027
Trimble	62,522	21,404	24.2	27.8	15.1	10.5	.0016

KY. (cont.)

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Union	153,034	20,172	23.0	28.5	13.5	8.3	.0051
Warren	791,574	19,061	26.4	27.5	12.3	8.1	.0308
Bowling Green	409,252	16,764	28.5	23.7	10.0	8.1	.0208
Washington	86,599	17,910	25.4	25.4	11.1	8.5	.0026
Wayne	111,549	11,768	30.8	18.4	4.1	2.9	.0041
Webster	135,786	17,565	24.9	24.5	12.9	7.8	.0043
Whitley	298,361	14,218	28.4	21.9	9.3	5.6	.0111
Wolfe	45,014	11,815	30.3	15.5	6.6	4.2	.0016
TOTAL METRO COUNTIES	**20,603,355**	**23,874**	**22.4**	**27.6**	**16.7**	**13.6**	**.6664**
TOTAL STATE	**38,721,571**	**20,086**	**24.7**	**26.0**	**14.0**	**10.2**	**1.3817**

Louisiana

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
ALEXANDRIA	**137.3**	**.0550**	**31.7**	**10.6**	**16.1**	**20.4**	**24.3**	**48.8**
Rapides	137.3	.0550	31.7	10.6	16.1	20.4	24.3	48.8
• Alexandria	50.5	.0202	32.2	10.6	14.7	18.6	27.3	19.3
SUBURBAN TOTAL	86.8	.0348	31.4	10.7	16.8	21.5	22.5	29.5
BATON ROUGE	**539.6**	**.2160**	**29.0**	**13.3**	**19.3**	**19.8**	**18.6**	**189.2**
Ascension	59.7	.0239	28.7	10.5	18.2	20.1	18.4	19.7
East Baton Rouge	384.9	.1541	29.0	14.4	19.8	19.5	18.6	138.3
• Baton Rouge	239.2	.0957	29.7	16.4	18.2	18.1	22.2	90.2
Livingston	74.0	.0296	29.3	10.0	19.0	21.3	17.9	24.6
West Baton Rouge	21.0	.0084	28.9	11.8	16.4	19.7	20.4	6.6
SUBURBAN TOTAL	300.4	.1203	28.5	10.8	20.2	21.2	15.7	99.0
HOUMA-THIBODAUX	**183.1**	**.0733**	**28.3**	**12.2**	**17.6**	**20.2**	**18.0**	**61.2**
Lafourche	85.6	.0343	28.7	12.8	16.9	20.2	19.2	28.5
• Thibodaux	16.3	.0065	27.9	20.6	16.0	16.1	22.6	5.8
Terrebonne	97.5	.0390	27.9	11.7	18.3	20.2	16.9	32.7
• Houma	33.2	.0133	29.7	12.0	17.4	18.8	22.0	12.1
SUBURBAN TOTAL	133.6	.0535	28.0	11.3	17.8	21.0	16.5	43.3
LAFAYETTE	**210.4**	**.0842**	**28.8**	**13.6**	**18.9**	**19.9**	**18.3**	**74.5**
Lafayette	164.6	.0658	28.8	14.3	19.8	20.0	17.7	59.8
• Lafayette	95.2	.0381	29.4	16.2	19.0	18.6	20.7	35.8
St. Martin	45.8	.0184	28.6	11.2	15.7	19.5	20.5	14.7
SUBURBAN TOTAL	115.2	.0461	28.2	11.5	18.8	21.0	16.3	38.7
LAKE CHARLES	**172.9**	**.0692**	**30.8**	**11.3**	**17.1**	**20.7**	**22.2**	**61.8**
Calcasieu	172.9	.0692	30.8	11.3	17.1	20.7	22.2	61.8
• Lake Charles	74.4	.0298	31.4	12.5	16.9	18.9	24.9	27.8
SUBURBAN TOTAL	98.5	.0394	30.4	10.4	17.3	22.0	20.1	34.0
MONROE	**143.7**	**.0575**	**30.4**	**12.0**	**16.1**	**19.4**	**23.2**	**51.7**
Ouachita	143.7	.0575	30.4	12.0	16.1	19.4	23.2	51.7
• Monroe	56.0	.0224	29.6	14.2	15.0	15.6	26.3	20.2
SUBURBAN TOTAL	87.7	.0351	30.9	10.5	16.9	21.9	21.2	31.5
NEW ORLEANS	**1,311.8**	**.5250**	**31.1**	**10.8**	**18.8**	**20.3**	**22.3**	**488.9**
Jefferson	468.4	.1875	30.7	10.7	19.9	21.6	19.7	174.6
Kenner	75.5	.0302	28.1	10.4	23.7	21.5	12.2	25.7
Orleans	535.9	.2145	31.8	11.6	18.1	18.0	26.1	208.9
• New Orleans	535.9	.2145	31.8	11.6	18.1	18.0	26.1	208.9
St. Bernard	69.0	.0276	31.4	10.6	17.7	21.2	22.4	24.0
St. Charles	44.7	.0179	29.0	11.1	17.5	21.4	18.1	15.1
St. John the Baptist	41.9	.0167	28.1	11.1	18.6	20.1	17.1	13.1
St. Tammany	151.9	.0608	31.2	8.5	18.2	23.2	19.8	53.2
• Slidell	37.5	.0150	30.9	7.5	19.2	25.3	16.8	12.6
SUBURBAN TOTAL	738.4	.2955	30.6	10.4	19.2	21.6	19.9	267.4
SHREVEPORT	**358.6**	**.1436**	**31.6**	**10.6**	**17.1**	**20.2**	**24.0**	**133.8**
Bossier	90.3	.0362	29.7	12.1	18.2	22.7	17.8	32.0
• Bossier City	57.9	.0232	28.9	13.7	18.8	22.2	16.3	20.6
Caddo	268.3	.1074	32.3	10.1	17.0	19.3	26.0	101.8
• Shreveport	218.3	.0874	32.0	10.2	17.2	18.7	26.2	83.3
SUBURBAN TOTAL	82.4	.0330	32.5	9.4	16.4	22.6	23.3	29.9

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
ALEXANDRIA	**935,673**	**205,329**	**71,562**	**166,659**	**36,895**	**196,571**	**29,966**
Rapides	935,673	205,329	71,562	166,659	36,895	196,571	29,966
• Alexandria	705,967	124,245	52,500	138,385	25,595	167,025	20,237
SUBURBAN TOTAL	229,706	81,084	19,062	28,274	11,300	29,546	9,729
BATON ROUGE	**3,791,385**	**939,372**	**330,500**	**607,878**	**176,528**	**807,749**	**135,462**
Ascension	334,156	86,137	20,652	36,456	9,195	103,576	11,859
East Baton Rouge	3,148,150	744,883	297,976	535,142	158,836	648,535	110,365
• Baton Rouge	2,700,047	593,080	254,242	496,432	141,601	587,503	82,673
Livingston	235,102	79,038	10,419	33,119	7,031	37,938	12,017
West Baton Rouge	73,977	29,314	1,453	3,161	1,466	17,700	1,221
SUBURBAN TOTAL	1,091,338	346,292	76,258	111,446	34,927	220,246	52,789
HOUMA-THIBODAUX	**1,049,353**	**287,858**	**111,338**	**152,292**	**32,328**	**203,465**	**44,621**
Lafourche	404,663	142,269	25,753	53,663	11,644	63,420	20,310
• Thibodaux	199,590	65,569	14,734	24,874	6,014	41,908	8,931
Terrebonne	644,690	145,589	85,585	98,629	20,684	140,045	24,311
• Houma	362,614	103,196	39,726	67,690	11,640	44,087	20,886
SUBURBAN TOTAL	487,149	119,093	56,878	59,728	14,674	117,470	14,804
LAFAYETTE	**1,462,811**	**386,208**	**143,624**	**206,394**	**56,266**	**289,640**	**42,725**
Lafayette	1,332,510	337,220	130,068	189,882	54,502	266,727	38,356
• Lafayette	1,237,173	309,658	123,099	175,034	49,278	264,318	34,057
St. Martin	130,301	48,988	13,556	16,512	1,764	22,913	4,369
SUBURBAN TOTAL	225,638	76,550	20,525	31,360	6,988	25,322	8,668
LAKE CHARLES	**1,079,572**	**310,106**	**89,786**	**170,760**	**36,327**	**200,576**	**40,539**
Calcasieu	1,079,572	310,106	89,786	170,760	36,327	200,576	40,539
• Lake Charles	749,560	179,727	68,019	130,395	30,470	152,107	28,847
SUBURBAN TOTAL	330,012	130,379	21,767	40,365	5,857	48,469	11,692
MONROE	**1,132,761**	**249,646**	**103,147**	**145,210**	**57,321**	**282,073**	**45,761**
Ouachita	1,132,761	249,646	103,147	145,210	57,321	282,073	45,761
• Monroe	771,192	138,369	70,187	89,886	48,188	254,317	22,627
SUBURBAN TOTAL	361,569	111,277	32,960	55,324	9,133	27,756	23,134
NEW ORLEANS	**9,055,616**	**2,223,942**	**1,070,001**	**1,078,818**	**424,650**	**1,675,982**	**406,508**
Jefferson	4,193,830	984,237	435,324	583,924	222,696	929,705	161,508
Kenner	611,318	86,349	78,503	121,961	11,728	155,317	21,373
Orleans	3,187,650	693,591	497,054	284,214	148,414	491,698	168,209
• New Orleans	3,187,650	693,591	497,054	284,214	148,414	491,698	168,209
St. Bernard	371,303	152,880	28,927	43,930	8,638	26,461	23,475
St. Charles	119,817	50,154	10,254	8,000	3,405	12,058	6,195
St. John the Baptist	177,445	57,427	15,765	27,085	5,166	29,684	7,989
St. Tammany	1,005,571	285,653	82,677	131,665	36,331	186,376	39,132
• Slidell	523,825	134,710	41,839	89,356	19,809	88,081	20,898
SUBURBAN TOTAL	5,344,141	1,395,641	531,108	705,248	256,427	1,096,203	217,401
SHREVEPORT	**2,467,968**	**489,952**	**208,705**	**367,552**	**139,928**	**560,089**	**91,747**
Bossier	528,705	121,213	58,666	79,137	17,194	102,479	16,599
• Bossier City	462,517	89,803	53,051	64,909	16,334	97,726	14,831
Caddo	1,939,263	368,739	150,039	288,415	122,734	457,610	75,148
• Shreveport	1,794,432	343,076	141,212	258,777	112,177	434,893	71,724
SUBURBAN TOTAL	211,019	57,073	14,442	43,866	11,417	27,470	5,192

LA. (cont.)

POPULATION—12/31/89

S&MM ESTIMATES

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
OTHER COUNTIES															
Acadia	58.2	.0233	30.9	10.0	14.6	19.3	24.7	19.8	195,805	81,951	12,123	23,294	6,040	24,387	10,039
Allen	21.2	.0084	34.3	8.3	13.8	19.7	29.3	7.2	74,654	22,427	4,421	12,995	1,027	13,814	3,492
Assumption	22.3	.0090	28.4	11.2	15.7	18.8	20.9	6.9	57,092	19,905	1,483	7,751	2,790	12,901	2,674
Avoyelles	42.8	.0171	33.9	8.7	13.4	18.6	29.9	14.6	148,455	52,237	9,442	18,192	5,938	24,345	11,894
Beauregard	32.9	.0132	31.1	10.0	16.5	20.9	22.6	11.2	153,237	26,550	11,467	26,711	4,466	45,737	3,545
Bienville	16.7	.0066	36.3	8.4	13.1	18.3	33.3	6.1	50,088	20,337	3,231	1,723	479	12,610	1,578
Caldwell	12.1	.0048	35.0	8.3	13.6	19.9	30.1	4.7	43,592	14,946	1,339	3,920	901	16,049	666
Cameron	9.4	.0038	30.5	11.9	15.0	20.2	23.1	3.4	26,346	16,105	902	1,251	402	616	931
Catahoula	12.4	.0050	32.3	9.8	14.2	19.3	26.9	4.4	34,506	9,129	1,138	3,271	1,252	8,889	3,272
Claiborne	17.7	.0070	38.2	8.0	12.2	16.8	37.0	6.2	64,147	22,038	3,285	11,654	1,055	10,849	2,638
Concordia	22.6	.0091	31.6	9.6	14.5	20.1	25.0	8.0	63,422	16,317	6,101	7,998	2,257	12,787	2,730
De Soto	28.1	.0112	34.3	8.9	14.1	18.4	30.5	10.1	82,040	27,442	3,706	10,708	1,540	15,758	4,150
East Carroll	10.9	.0044	28.5	9.6	12.9	15.2	26.3	3.7	35,240	14,034	1,013	2,395	593	3,980	2,422

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All Adults	88%
Exec./Prof	91%

*Source: Belden CMS, March-Dec. 1989

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LA. (cont.)

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
East Feliciana	21.4	.0085	31.5	10.9	16.6	19.2	25.1	5.9
Evangeline	34.9	.0140	31.9	9.5	13.6	19.1	26.7	12.2
Franklin	23.4	.0094	33.7	8.4	13.2	18.1	30.1	8.4
Grant	18.6	.0074	35.0	8.1	13.6	19.7	30.3	6.8
Iberia	66.2	.0265	29.6	11.2	16.0	19.8	21.6	21.9
Iberville	33.3	.0133	29.9	12.4	16.8	18.2	23.2	10.3
Jackson	17.8	.0071	35.9	8.2	13.3	19.0	32.2	6.8
Jefferson Davis	32.3	.0130	31.1	10.1	14.4	19.5	24.9	11.0
La Salle	16.4	.0066	34.6	8.9	14.6	19.8	29.7	–6.0
Lincoln	42.7	.0171	25.9	27.4	13.2	15.8	22.2	14.0
Madison	15.0	.0060	30.2	8.9	12.9	16.0	27.8	5.7
Morehouse	37.0	.0148	32.6	8.9	13.8	18.1	28.6	13.0
Natchitoches	40.2	.0161	30.6	13.9	14.3	17.4	26.4	14.1
Plaquemines	26.2	.0105	28.7	11.8	16.9	21.4	18.0	8.3
Pointe Coupee	23.8	.0095	31.2	10.2	15.5	18.9	25.2	8.2
Red River	10.7	.0042	33.5	8.7	13.6	17.9	30.1	3.8
Richland	22.4	.0090	33.5	8.8	13.0	17.7	30.4	7.9
Sabine	27.9	.0112	35.7	8.0	13.2	19.5	31.6	10.4
St. Helena	9.6	.0038	30.2	9.7	14.4	17.9	25.2	3.1
St. James	22.3	.0090	28.5	12.0	15.9	19.2	20.5	6.8
St. Landry	86.2	.0345	30.8	10.1	14.3	19.2	24.8	29.8
St. Mary	60.4	.0241	28.8	11.5	16.9	20.5	19.0	19.8
Tangipahoa	91.3	.0366	29.5	13.0	15.7	18.4	23.0	31.2
Tensas	8.3	.0033	33.0	8.2	12.7	15.3	32.2	2.9
Union	22.8	.0091	35.8	8.3	13.7	19.7	31.6	8.0
Vermilion	52.4	.0210	31.8	10.2	14.6	19.4	25.9	18.6
Vernon	60.4	.0242	24.8	22.5	18.2	16.8	14.4	18.1
Washington	47.5	.0190	33.9	9.3	14.2	19.1	29.4	16.9
Webster	45.4	.0182	35.6	8.9	14.1	20.1	30.8	17.2
West Carroll	13.0	.0052	35.2	7.8	13.5	19.9	30.4	4.7
West Feliciana	13.5	.0054	30.9	14.9	28.5	21.6	16.8	2.6
Winn	17.0	.0068	34.5	8.1	14.4	18.7	30.6	6.2
TOTAL METRO COUNTIES	**3,057.4**	**1.2238**	**30.4**	**11.6**	**18.3**	**20.1**	**21.5**	**1,109.9**
TOTAL STATE	**4,425.0**	**1.7711**	**30.6**	**11.5**	**17.2**	**19.8**	**22.7**	**1,576.8**

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/Furnish/Appliance ($000)	Automotive ($000)	Drug ($000)
East Feliciana	38,012	12,903	1,541	1,809	621	7,278	2,380
Evangeline	117,577	36,103	4,003	14,316	3,735	19,029	8,190
Franklin	96,013	33,498	3,674	14,084	1,696	23,034	2,213
Grant	29,268	10,534	587	7,407	247	3,344	1,311
Iberia	355,383	118,541	27,674	32,196	11,315	69,796	13,624
Iberville	133,142	47,759	7,602	12,592	2,486	37,236	5,326
Jackson	70,571	29,119	3,075	10,954	2,373	7,266	3,938
Jefferson Davis	159,305	39,490	12,901	15,052	1,590	39,742	9,010
La Salle	60,673	19,624	4,112	9,759	599	13,321	3,028
Lincoln	235,686	55,171	19,764	33,619	6,404	64,208	7,816
Madison	63,140	21,648	8,746	3,583	1,148	7,019	3,029
Morehouse	152,878	33,033	6,841	21,174	2,396	49,972	8,648
Natchitoches	191,259	58,578	12,171	24,405	7,764	38,222	8,562
Plaquemines	161,030	48,634	17,065	46,363	2,662	6,113	3,946
Pointe Coupee	70,683	29,066	2,505	3,935	1,791	18,153	4,207
Red River	38,763	8,886	1,721	3,000	534	5,845	2,716
Richland	89,105	18,741	7,902	10,243	2,357	26,524	4,253
Sabine	100,394	31,160	4,355	15,515	2,457	18,875	3,874
St. Helena	7,123	2,946	273	891	143	610	538
St. James	63,484	31,523	3,577	2,128	2,802	7,719	2,146
St. Landry	330,572	101,368	18,530	45,540	8,699	68,250	22,249
St. Mary	241,093	91,761	18,360	31,188	6,307	37,705	10,999
Tangipahoa	605,499	161,945	45,371	69,441	17,976	142,944	22,664
Tensas	16,040	8,137	492	817	119	734	280
Union	61,402	16,603	3,260	10,436	1,061	14,129	4,224
Vermilion	198,202	64,278	11,414	20,394	3,393	45,000	11,025
Vernon	195,975	53,899	21,179	31,513	8,412	32,979	4,929
Washington	187,163	58,675	13,332	21,723	5,845	24,621	11,126
Webster	235,850	57,647	14,716	25,682	9,719	65,060	6,930
West Carroll	105,855	13,141	2,034	49,365	320	17,285	1,979
West Feliciana	27,300	10,522	2,503	2,229	462	3,882	920
Winn	80,194	25,366	4,275	13,120	1,541	18,335	3,629
TOTAL METRO COUNTIES	**20,975,139**	**5,092,413**	**2,128,663**	**2,895,563**	**960,243**	**4,216,145**	**837,329**
TOTAL STATE	**26,522,397**	**6,786,130**	**2,493,869**	**3,631,899**	**1,107,957**	**5,353,097**	**1,087,069**

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
ALEXANDRIA	**1,239,194**	**17,778**	**26.5**	**25.1**	**11.2**	**8.6**	**.0462**
Rapides	1,239,194	17,778	26.5	25.1	11.2	8.6	.0462
• Alexandria	465,111	15,836	26.8	21.9	9.9	8.7	.0234
SUBURBAN TOTAL	774,083	19,038	26.2	27.3	12.4	8.5	.0228
BATON ROUGE	**5,860,472**	**24,549**	**20.7**	**25.2**	**18.2**	**14.4**	**.1985**
Ascension	577,447	25,673	19.1	25.2	21.4	11.7	.0194
East Baton Rouge	4,403,218	24,608	20.8	24.4	18.0	15.6	.1527
• Baton Rouge	2,690,756	20,438	23.5	22.9	13.7	14.3	.1071
Livingston	675,036	23,535	21.3	30.3	17.2	9.3	.0204
West Baton Rouge	204,771	24,825	19.3	25.1	18.3	15.1	.0060
SUBURBAN TOTAL	3,169,716	28,091	18.0	27.5	22.4	14.4	.0914
HOUMA–THIBODAUX	**1,873,589**	**24,990**	**20.3**	**29.7**	**17.6**	**12.6**	**.0616**
Lafourche	835,712	23,469	21.8	30.1	16.2	11.1	.0267
• Thibodaux	155,254	19,052	26.4	25.1	12.2	10.6	.0071
Terrebonne	1,037,877	26,330	19.0	29.3	19.0	13.9	.0349
• Houma	376,443	24,101	20.1	26.9	16.4	14.2	.0147
SUBURBAN TOTAL	1,341,892	25,853	19.5	31.1	18.8	12.4	.0398
LAFAYETTE	**2,285,441**	**23,419**	**22.2**	**27.3**	**15.7**	**13.7**	**.0770**
Lafayette	1,916,359	24,389	22.3	26.7	16.2	15.2	.0654
• Lafayette	1,129,418	21,956	23.7	24.7	14.0	15.1	.0464
St. Martin	369,082	20,237	22.0	29.1	13.6	7.9	.0116
SUBURBAN TOTAL	1,156,023	24,615	20.9	29.4	17.3	12.5	.0306

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
LAKE CHARLES	**1,791,473**	**24,172**	**21.2**	**29.0**	**17.6**	**11.2**	**.0600**
Calcasieu	1,791,473	24,172	21.2	29.0	17.6	11.2	.0600
• Lake Charles	768,170	21,507	23.0	27.0	15.6	10.5	.0307
SUBURBAN TOTAL	1,023,303	26,244	19.7	30.6	19.2	11.8	.0293
MONROE	**1,306,247**	**18,011**	**23.6**	**24.4**	**13.1**	**8.6**	**.0512**
Ouachita	1,306,247	18,011	23.6	24.4	13.1	8.6	.0512
• Monroe	470,115	13,367	24.1	18.7	9.3	8.7	.0251
SUBURBAN TOTAL	836,132	21,098	23.2	28.2	15.5	8.6	.0261
NEW ORLEANS	**14,476,039**	**22,425**	**22.1**	**26.2**	**15.3**	**13.2**	**.4827**
Jefferson	5,540,148	26,273	21.2	31.0	18.4	13.7	.1948
Kenner	833,759	27,436	20.2	32.7	20.3	13.8	.0294
Orleans	5,586,001	17,023	24.2	21.2	10.8	11.9	.1833
• New Orleans	5,586,001	17,023	24.2	21.2	10.8	11.9	.1833
St. Bernard	658,472	23,903	23.9	33.5	17.4	8.0	.0220
St. Charles	458,081	26,609	17.1	29.1	21.5	12.4	.0126
St. John the Baptist	444,706	29,189	16.6	24.2	22.1	18.5	.0131
St. Tammany	1,788,631	27,292	18.7	26.0	18.6	18.0	.0569
• Slidell	468,317	33,278	13.5	27.0	24.4	22.4	.0193
SUBURBAN TOTAL	8,421,721	26,053	20.8	30.1	18.4	13.8	.2801
SHREVEPORT	**3,797,462**	**20,859**	**24.3**	**27.0**	**13.8**	**11.2**	**.1294**
Bossier	797,030	19,668	28.2	29.5	13.5	6.2	.0285
• Bossier City	513,311	19,608	30.3	30.3	13.4	5.3	.0205

LA. (cont.)

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Caddo	3,000,432	21,301	23.2	26.0	14.0	12.8	.1009
• Shreveport	2,432,693	20,820	23.5	25.5	13.4	12.8	.0857
SUBURBAN TOTAL	851,458	21,989	22.7	28.3	15.3	10.8	.0232
OTHER COUNTIES							
Acadia	501,848	18,003	24.0	24.8	12.1	9.0	.0159
Allen	148,250	15,179	22.0	24.9	10.8	4.7	.0051
Assumption	182,537	20,590	22.3	25.5	14.8	10.9	.0056
Avoyelles	263,492	12,214	27.7	18.9	6.4	4.2	.0100
Beauregard	289,537	19,035	23.0	25.3	13.0	9.7	.0097
Bienville	124,077	13,830	23.3	22.2	9.2	6.0	.0041
Caldwell	94,026	12,950	25.4	19.6	8.1	5.6	.0031
Cameron	99,638	22,855	23.0	24.9	16.9	12.8	.0027
Catahoula	81,610	11,776	26.2	16.9	7.0	5.5	.0029
Claiborne	145,169	16,109	22.7	23.4	10.8	9.0	.0047
Concordia	175,249	14,941	22.4	21.9	12.0	6.5	.0055
De Soto	221,997	14,884	24.6	21.5	10.2	6.8	.0071
East Carroll	53,919	8,200	22.6	11.8	4.7	4.4	.0022
East Feliciana	155,388	19,754	23.5	27.7	12.1	9.6	.0048
Evangeline	247,970	13,424	23.0	22.2	8.5	5.7	.0085
Franklin	138,636	10,881	26.0	17.7	5.5	3.7	.0058
Grant	154,148	16,319	23.6	22.6	11.8	8.0	.0043
Iberia	631,623	22,646	21.9	29.5	15.9	10.4	.0211
Iberville	309,720	21,442	20.5	20.9	15.7	15.7	.0097
Jackson	144,652	15,224	24.3	22.4	12.3	4.9	.0049
Jefferson Davis	250,041	17,536	22.7	27.5	11.0	6.4	.0092
La Salle	145,662	17,450	24.1	23.2	13.4	7.9	.0045

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Lincoln	397,046	18,805	23.5	22.2	12.7	12.8	.0136
Madison	90,085	9,454	26.6	13.5	3.7	4.1	.0036
Morehouse	245,326	11,734	22.4	19.1	8.5	5.4	.0094
Natchitoches	283,682	13,490	25.2	21.5	7.4	6.2	.0108
Plaquemines	232,058	23,305	21.7	28.5	15.9	11.6	.0084
Pointe Coupee	215,675	18,429	20.3	21.2	14.7	11.3	.0064
Red River	83,642	15,709	23.6	20.9	10.8	8.5	.0028
Richland	139,488	10,693	22.3	19.1	6.9	3.9	.0054
Sabine	232,577	16,212	26.3	23.3	9.9	7.2	.0076
St. Helena	73,871	15,682	27.8	18.6	9.6	10.5	.0021
St. James	229,371	28,517	17.4	19.2	19.8	21.6	.0064
St. Landry	621,328	14,639	23.7	23.2	9.7	5.8	.0221
St. Mary	558,224	22,635	22.6	29.9	14.5	10.7	.0175
Tangipahoa	765,736	16,492	25.7	21.8	12.2	8.4	.0295
Tensas	44,952	8,863	24.1	12.9	4.7	4.8	.0016
Union	184,995	16,384	24.1	25.6	10.0	7.0	.0056
Vermilion	477,566	18,586	23.8	24.3	12.7	10.3	.0150
Vernon	430,983	14,706	35.3	22.7	7.9	4.4	.0147
Washington	348,538	14,383	25.5	21.7	9.6	6.0	.0124
Webster	436,930	18,643	22.2	24.7	13.2	9.7	.0145
West Carroll	80,324	10,414	22.9	16.1	6.6	5.7	.0041
West Feliciana	96,874	20,000	19.0	19.7	13.1	17.2	.0031
Winn	114,629	12,821	25.2	20.5	7.5	5.0	.0044
TOTAL METRO COUNTIES	**32,629,917**	**22,402**	**22.2**	**26.5**	**15.6**	**12.6**	**1.1066**
TOTAL STATE	**43,573,006**	**20,465**	**22.8**	**25.3**	**14.3**	**11.3**	**1.4790**

Maine

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
BANGOR	**141.6**	**.0567**	**31.6**	**13.7**	**17.0**	**20.1**	**24.1**	**50.7**
Penobscot	141.6	.0567	31.6	13.7	17.0	20.1	24.1	50.7
• Bangor	30.6	.0122	32.7	14.3	18.6	17.9	27.8	12.0
SUBURBAN TOTAL	111.0	.0445	31.3	13.5	16.5	20.7	23.2	38.7
LEWISTON–AUBURN	**104.1**	**.0417**	**33.3**	**10.4**	**16.0**	**19.7**	**27.6**	**39.5**
Androscoggin	104.1	.0417	33.3	10.4	16.0	19.7	27.6	39.5
• Auburn	23.6	.0094	35.0	9.5	15.3	20.1	29.9	9.1
• Lewiston	39.3	.0157	35.5	12.2	14.0	18.4	32.2	15.6
SUBURBAN TOTAL	41.2	.0166	31.0	9.2	18.4	20.5	22.1	14.8
PORTLAND	**237.6**	**.0951**	**33.9**	**10.4**	**17.6**	**20.2**	**27.8**	**93.6**
Cumberland	237.6	.0951	33.9	10.4	17.6	20.2	27.8	93.6
• Portland	63.4	.0254	34.4	11.8	18.6	16.7	32.3	28.3
SUBURBAN TOTAL	174.2	.0697	33.6	9.8	17.5	21.5	26.1	65.3
OTHER COUNTIES								
Aroostook	85.3	.0341	31.3	11.2	16.5	19.9	24.0	29.7
Franklin	30.2	.0121	32.7	11.5	15.7	20.6	25.8	11.3
Hancock	46.8	.0187	35.6	8.8	16.8	20.0	30.9	18.7
Kennebec	118.7	.0475	33.6	10.0	16.5	20.6	27.1	44.9
Knox	36.1	.0145	36.6	7.7	16.6	19.6	32.7	14.4
Lincoln	30.2	.0121	36.3	7.1	16.4	20.5	31.5	11.7
Oxford	52.3	.0209	35.4	8.0	15.4	20.4	30.2	20.1
Piscataquis	18.6	.0074	35.3	8.2	15.2	20.1	30.3	6.8
Sagadahoc	34.6	.0139	32.5	9.2	18.3	21.0	24.4	12.9
Somerset	48.0	.0192	33.8	8.0	15.9	20.8	27.3	17.4
Waldo	32.5	.0130	32.9	8.6	17.5	20.3	26.1	12.1
Washington	35.8	.0143	35.0	8.9	15.2	19.3	30.6	13.6
York	170.3	.0682	33.5	9.1	17.6	19.9	27.5	65.0
TOTAL METRO COUNTIES	**483.3**	**.1935**	**33.1**	**11.3**	**17.1**	**20.1**	**26.7**	**183.8**
TOTAL STATE	**1,222.7**	**.4894**	**33.5**	**10.1**	**16.9**	**20.1**	**27.3**	**462.4**

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
BANGOR	**1,300,067**	**283,050**	**95,279**	**150,560**	**43,176**	**341,750**	**31,898**
Penobscot	1,300,067	283,050	95,279	150,560	43,176	341,750	31,898
• Bangor	707,857	129,446	57,861	112,732	25,765	205,696	12,495
SUBURBAN TOTAL	592,210	153,604	37,418	37,828	17,411	136,054	19,403
LEWISTON–AUBURN	**791,206**	**201,484**	**66,916**	**85,425**	**23,139**	**207,766**	**20,146**
Androscoggin	791,206	201,484	66,916	85,425	23,139	207,766	20,146
• Auburn	367,414	82,066	24,250	27,745	8,134	157,173	5,954
• Lewiston	271,429	68,630	30,238	50,155	13,119	19,016	10,180
SUBURBAN TOTAL	152,363	50,788	12,428	7,525	1,886	31,577	4,012
PORTLAND	**3,120,320**	**544,399**	**266,554**	**281,362**	**119,979**	**511,208**	**69,055**
Cumberland	3,120,320	544,399	266,554	281,362	119,979	511,208	69,055
• Portland	684,866	168,840	108,402	28,741	34,990	98,979	23,530
SUBURBAN TOTAL	2,435,454	375,559	158,152	252,621	84,989	412,229	45,525
OTHER COUNTIES							
Aroostook	487,845	118,156	33,623	49,078	14,426	120,635	15,724
Franklin	209,632	52,928	17,480	15,310	5,485	56,546	5,295
Hancock	388,066	112,456	42,764	24,937	12,577	72,214	8,507
Kennebec	974,658	212,615	76,277	97,738	35,305	254,286	24,651
Knox	286,057	75,282	22,624	23,084	8,181	37,071	7,945
Lincoln	225,719	50,382	22,771	5,653	5,585	52,110	5,184
Oxford	229,667	47,619	17,440	20,232	9,422	40,849	9,798
Piscataquis	91,220	23,506	6,320	13,832	3,209	17,304	3,628
Sagadahoc	209,036	71,949	17,307	9,366	4,574	50,796	5,661
Somerset	263,091	79,119	15,163	13,682	11,042	58,730	8,364
Waldo	149,233	37,835	14,864	17,975	4,091	31,207	4,474
Washington	199,613	68,765	14,050	12,446	5,411	25,592	5,872
York	1,177,638	242,180	159,447	53,019	50,261	294,706	28,007
TOTAL METRO COUNTIES	**5,211,593**	**1,028,933**	**428,749**	**517,347**	**186,294**	**1,060,724**	**121,099**
TOTAL STATE	**10,103,068**	**2,221,725**	**889,079**	**873,699**	**355,863**	**2,192,770**	**254,209**

MAINE (cont.)

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
BANGOR	**1,634,446**	**24,421**	**24.2**	**27.5**	**17.5**	**13.8**	**.0589**
Penobscot	1,634,446	24,421	24.2	27.5	17.5	13.8	.0589
• Bangor	381,636	21,826	26.6	25.9	14.2	13.8	.0206
SUBURBAN TOTAL	1,252,810	25,246	23.3	28.1	18.5	13.8	.0383
LEWISTON–AUBURN	**1,253,903**	**24,150**	**24.4**	**29.2**	**16.7**	**13.2**	**.0413**
Androscoggin	1,253,903	24,150	24.4	29.2	16.7	13.2	.0413
• Auburn	291,064	23,738	24.0	27.9	15.5	14.5	.0127
• Lewiston	476,705	22,030	27.0	27.3	14.9	12.2	.0151
SUBURBAN TOTAL	486,134	26,239	22.0	31.7	19.4	13.3	.0135
PORTLAND	**3,576,458**	**28,561**	**20.5**	**26.7**	**18.8**	**20.6**	**.1277**
Cumberland	3,576,458	28,561	20.5	26.7	18.8	20.6	.1277
• Portland	925,778	23,050	25.0	25.6	15.1	15.5	.0311
SUBURBAN TOTAL	2,650,680	31,039	18.4	27.3	20.3	22.9	.0966
OTHER COUNTIES							
Aroostook	878,696	21,849	26.9	30.5	13.6	10.6	.0287
Franklin	375,494	24,896	24.0	27.6	18.1	14.9	.0118
Hancock	572,670	22,979	25.9	29.1	15.7	11.9	.0192
Kennebec	1,538,208	26,318	22.1	28.9	18.2	16.2	.0499
Knox	399,926	19,861	29.9	27.6	13.0	9.1	.0140
Lincoln	400,360	25,937	21.6	28.9	17.1	16.6	.0124
Oxford	608,161	22,846	25.9	30.0	15.3	11.6	.0174
Piscataquis	188,759	21,743	29.5	29.2	17.2	7.7	.0059
Sagadahoc	401,341	24,134	24.5	31.0	16.7	12.1	.0125
Somerset	442,523	18,970	29.5	29.8	11.5	6.3	.0152
Waldo	336,790	21,328	27.4	30.8	14.5	8.4	.0103
Washington	365,760	19,169	28.9	26.0	12.6	9.4	.0120
York	2,259,922	27,277	20.8	29.6	20.3	15.6	.0684
TOTAL METRO COUNTIES	**6,464,807**	**26,362**	**22.3**	**27.6**	**17.9**	**17.1**	**.2279**
TOTAL STATE	**15,233,417**	**24,769**	**23.7**	**28.6**	**17.1**	**14.5**	**.5056**

Maryland

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
BALTIMORE	**2,383.1**	**.9539**	**33.4**	**10.6**	**18.2**	**22.2**	**24.9**	**874.7**
Anne Arundel	430.6	.1723	31.9	11.5	19.2	24.3	19.8	147.6
• Annapolis	34.9	.0140	32.9	11.6	20.1	19.8	26.0	14.3
Baltimore	695.2	.2783	34.9	10.5	18.1	22.1	27.7	270.0
Baltimore city	752.5	.3012	33.6	11.2	16.9	18.6	29.0	282.0
• Baltimore	752.5	.3012	33.6	11.2	16.9	18.6	29.0	282.0
Carroll	124.7	.0499	33.2	8.9	18.2	24.6	22.0	[illegible]
Harford	171.0	.0685	31.7	9.9	18.5	25.1	18.7	57.8
Howard	175.4	.0702	32.2	7.8	21.1	28.2	15.9	63.5
Queen Anne's	33.7	.0135	35.3	8.7	16.6	21.6	28.8	11.8
SUBURBAN TOTAL	1,595.7	.6387	33.3	10.2	18.7	23.9	22.9	578.4
CUMBERLAND	**103.1**	**.0413**	**36.6**	**10.2**	**14.2**	**20.2**	**32.0**	**39.3**
Allegany	75.4	.0302	37.6	10.6	13.5	20.2	33.6	28.8
• Cumberland	23.1	.0092	41.5	8.6	13.1	17.8	40.2	9.8
Mineral, W. Va.	*27.7*	*.0111*	*33.9*	*8.9*	*16.0*	*21.0*	*27.3*	*10.5*
SUBURBAN TOTAL	80.0	.0321	35.4	10.6	14.5	21.0	29.6	29.5
HAGERSTOWN	**118.5**	**.0474**	**34.6**	**10.5**	**16.8**	**21.4**	**28.0**	**43.3**
Washington	118.5	.0474	34.6	10.5	16.8	21.4	28.0	43.3
• Hagerstown	34.5	.0138	36.3	10.6	16.2	18.0	33.6	14.6
SUBURBAN TOTAL	84.0	.0336	34.1	10.5	17.0	22.8	25.7	28.7
OTHER COUNTIES								
☐ Calvert	53.3	.0213	31.6	8.0	18.4	22.7	21.0	17.7
Caroline	25.9	.0104	35.2	8.7	15.5	20.5	29.8	9.5
☐ Cecil	73.2	.0293	32.5	8.9	16.9	22.4	23.4	25.4
☐ Charles	100.8	.0403	29.9	9.1	18.4	25.2	15.4	31.5
Dorchester	31.0	.0124	37.5	8.7	14.8	20.3	33.4	11.7
☐ Frederick	148.3	.0594	32.1	9.6	19.2	22.9	21.5	50.8
• Frederick	37.2	.0149	32.8	11.9	20.6	17.3	28.1	14.8
Garrett	28.3	.0113	33.1	9.3	15.7	20.6	26.4	9.8
Kent	17.2	.0069	36.4	12.5	14.3	19.4	32.4	6.6
☐ Montgomery	715.3	.2863	34.7	8.7	18.4	25.3	24.1	272.4
Rockville	49.7	.0199	32.7	9.5	18.9	26.0	19.6	17.4
☐ Prince George's	712.4	.2851	30.5	12.5	20.6	23.8	16.9	255.3

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
BALTIMORE	**16,905,854**	**3,206,899**	**1,778,362**	**2,031,816**	**977,673**	**3,866,817**	**576,725**
Anne Arundel	3,808,544	744,627	374,787	516,904	206,804	953,553	87,932
• Annapolis	700,197	119,795	69,852	69,533	42,816	219,749	19,478
Baltimore	6,616,430	1,111,289	576,172	1,002,476	381,549	1,621,323	197,395
Baltimore city	3,198,905	634,183	535,411	209,013	167,337	532,765	195,229
• Baltimore	3,198,905	634,183	535,411	209,013	167,337	532,765	195,229
Carroll	698,794	137,906	76,508	60,091	28,458	176,657	33,425
Harford	1,138,215	263,075	70,940	106,896	49,700	330,151	35,121
Howard	1,290,885	269,879	123,349	133,472	129,048	236,474	24,633
Queen Anne's	154,081	45,940	21,195	2,964	14,777	15,894	2,990
SUBURBAN TOTAL	13,006,752	2,452,921	1,173,099	1,753,270	767,520	3,114,303	362,018
CUMBERLAND	**604,573**	**118,456**	**58,036**	**115,445**	**33,709**	**100,264**	**29,909**
Allegany	517,203	97,786	48,093	109,167	28,384	79,092	25,636
• Cumberland	206,807	30,939	15,732	25,752	12,517	46,787	9,384
Mineral, W. Va.	*87,370*	*20,670*	*9,943*	*6,278*	*5,325*	*21,172*	*4,273*
SUBURBAN TOTAL	397,766	87,517	42,304	89,693	21,192	53,477	20,525
HAGERSTOWN	**796,574**	**155,890**	**55,608**	**100,716**	**47,232**	**200,880**	**34,055**
Washington	796,574	155,890	55,608	100,716	47,232	200,880	34,055
• Hagerstown	390,692	82,244	32,283	40,493	22,823	78,710	21,106
SUBURBAN TOTAL	405,882	73,646	23,325	60,223	24,409	122,170	12,949
OTHER COUNTIES							
☐ Calvert	213,019	56,288	22,713	16,803	7,483	56,346	5,708
Caroline	151,909	31,711	6,845	5,517	2,903	70,805	5,518
☐ Cecil	446,195	80,002	34,353	21,893	8,312	135,554	10,423
☐ Charles	645,311	131,004	48,660	36,037	33,961	170,546	34,267
Dorchester	164,528	33,485	14,411	10,523	5,044	23,315	7,586
☐ Frederick	1,065,021	237,820	105,119	128,102	48,357	232,983	26,657
• Frederick	737,633	159,002	71,607	99,495	35,387	166,323	19,151
Garrett	160,054	42,997	8,721	6,544	6,798	33,304	7,591
Kent	118,031	29,157	13,469	8,032	2,716	32,337	5,501
☐ Montgomery	6,301,142	1,268,943	539,977	774,902	510,531	1,350,051	230,924
Rockville	710,630	124,023	74,739	35,756	107,823	148,505	23,650
☐ Prince George's	5,649,800	1,094,214	474,843	731,214	314,547	1,411,936	215,173

MD. (cont.)

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
St. Mary's	73.9	.0296	29.0	12.4	18.8	21.1	17.6	25.0
Somerset	19.8	.0079	36.0	11.6	13.8	18.5	32.9	7.0
Talbot	28.5	.0114	39.3	8.3	14.9	19.8	36.3	11.7
Wicomico	74.3	.0298	34.2	11.1	16.7	21.1	27.5	27.8
Worcester	38.4	.0153	36.3	9.4	15.9	20.3	31.6	15.3
TOTAL METRO COUNTIES	**4,380.3**	**1.7532**	**33.0**	**10.4**	**18.5**	**23.0**	**23.3**	**1,599.9**
TOTAL STATE	**4,717.6**	**1.8882**	**33.1**	**10.5**	**18.3**	**22.8**	**23.6**	**1,724.3**

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
St. Mary's	384,534	102,955	39,554	35,794	13,609	75,204	11,133
Somerset	63,401	21,914	6,898	1,981	1,263	10,494	3,400
Talbot	318,200	55,125	39,508	2,940	13,760	88,186	9,972
Wicomico	634,006	105,833	55,743	93,735	26,629	138,595	13,796
Worcester	510,584	104,951	115,955	34,208	21,396	81,159	16,142
TOTAL METRO COUNTIES	**32,540,119**	**6,328,846**	**3,107,728**	**3,950,650**	**1,976,480**	**7,504,205**	**1,159,568**
TOTAL STATE	**35,045,366**	**6,856,974**	**3,408,832**	**4,149,924**	**2,070,598**	**8,057,604**	**1,240,207**

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
BALTIMORE	**34,505,342**	**32,347**	**16.6**	**24.3**	**20.0**	**25.9**	**1.0102**
Anne Arundel	6,563,115	37,476	13.2	24.4	22.8	31.7	.2006
• Annapolis	543,400	29,151	17.7	27.4	16.2	24.1	.0233
Baltimore	11,542,246	35,546	14.8	25.6	22.1	28.9	.3465
Baltimore city	8,686,984	22,593	21.6	23.8	15.2	16.0	.2481
• Baltimore	8,686,984	22,593	21.6	23.8	15.2	16.0	.2481
Carroll	1,612,557	32,965	16.4	27.5	24.2	21.9	.0467
Harford	2,402,051	35,516	15.1	24.8	22.9	28.1	.0700
Howard	3,290,677	46,574	9.8	18.8	20.7	45.5	.0867
Queen Anne's	407,712	27,995	21.2	26.8	18.5	19.1	.0116
SUBURBAN TOTAL	25,274,958	36,786	14.1	24.6	22.3	30.8	.7388
CUMBERLAND	**1,074,650**	**21,130**	**25.3**	**27.9**	**14.5**	**10.2**	**.0351**
Allegany	844,278	23,104	24.1	27.5	16.1	12.4	.0279
• Cumberland	265,835	20,068	25.1	25.1	13.8	11.2	.0095
Mineral, W. Va.	*230,372*	*17,544*	*26.5*	*28.9*	*10.0*	*4.2*	*.0072*
SUBURBAN TOTAL	808,815	21,464	25.4	28.8	14.7	9.8	.0256
HAGERSTOWN	**1,389,251**	**25,904**	**21.0**	**28.4**	**18.4**	**15.2**	**.0445**
Washington	1,389,251	25,904	21.0	28.4	18.4	15.2	.0445
• Hagerstown	378,184	19,995	25.7	27.2	13.7	9.1	.0153
SUBURBAN TOTAL	1,011,067	29,331	18.6	28.9	20.9	18.4	.0292

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
OTHER COUNTIES							
☐ Calvert	751,934	37,375	14.6	20.7	22.4	31.9	.0194
Caroline	260,198	21,990	24.2	28.6	15.3	10.3	.0087
☐ Cecil	937,036	30,707	18.4	27.3	20.7	21.5	.0278
☐ Charles	1,356,592	38,905	12.1	21.4	23.8	33.1	.0400
Dorchester	335,023	21,944	25.5	27.5	14.9	11.8	.0104
☐ Frederick	2,117,954	35,483	15.3	24.2	21.8	29.0	.0628
• Frederick	546,342	29,960	18.5	26.6	19.6	22.2	.0241
Garrett	316,982	25,380	22.2	28.6	18.2	14.6	.0098
Kent	204,617	23,041	24.1	27.8	14.4	14.7	.0064
☐ Montgomery	16,519,951	51,116	9.1	17.8	16.6	51.3	.4183
Rockville	991,852	50,048	8.9	15.7	18.5	50.1	.0315
☐ Prince George's	12,552,311	41,370	11.3	23.0	20.4	39.0	.3463
St. Mary's	1,032,790	34,331	16.5	24.2	20.6	28.4	.0283
Somerset	198,323	21,333	26.6	27.3	13.6	12.1	.0058
Talbot	452,837	28,480	20.1	27.0	16.3	23.1	.0147
Wicomico	910,088	25,717	21.6	27.9	17.4	16.4	.0308
Worcester	416,441	20,549	27.7	28.2	12.5	10.7	.0183
TOTAL METRO COUNTIES	**70,974,649**	**36,005**	**14.6**	**23.2**	**19.5**	**32.0**	**1.9972**
TOTAL STATE	**75,101,948**	**35,185**	**15.2**	**23.4**	**19.3**	**31.0**	**2.1304**

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Massachusetts

POPULATION—12/31/89

RETAIL SALES BY STORE GROUP—1989

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% Total Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
BOSTON–LAWRENCE–SALEM–LOWELL–BROCKTON	**3,736.4**	**1.4956**	**33.9**	**11.2**	**17.8**	**20.6**	**27.5**	**1,413.9**	**32,596,223**	**6,218,422**	**3,854,505**	**3,175,860**	**1,649,743**	**7,036,905**	**1,034,879**
Essex	656.6	.2629	35.3	9.5	16.5	20.5	29.9	251.7	5,658,027	987,982	694,681	601,805	259,200	1,369,543	165,825
• Gloucester	28.6	.0114	35.4	9.1	17.8	19.4	31.1	11.6	210,994	52,164	30,270	8,819	5,154	46,905	9,868
• Haverhill	50.4	.0202	34.6	9.9	16.4	17.9	31.5	19.7	415,881	76,755	40,799	21,340	16,997	137,965	11,110
• Lawrence	62.6	.0251	33.1	10.5	16.3	15.5	31.3	24.9	342,913	36,013	31,210	14,771	25,291	120,551	11,712
• Lynn	79.1	.0317	35.9	9.7	16.0	17.9	33.2	32.5	587,480	86,155	54,072	12,357	20,155	293,778	20,547
Peabody	46.8	.0187	36.0	9.3	15.6	23.3	28.4	17.2	617,545	88,891	48,763	173,647	27,955	71,745	12,561
• Salem	38.4	.0154	35.1	12.6	17.7	17.5	32.6	16.1	347,591	88,717	40,784	21,950	21,159	73,344	12,636
Middlesex	1,372.8	.5495	33.8	11.4	18.3	21.1	26.7	510.3	12,154,324	2,445,876	1,236,192	1,182,980	664,549	2,840,964	408,057
Arlington	43.8	.0175	37.4	9.3	19.3	19.3	34.1	18.0	271,568	47,618	20,388	6,879	7,256	129,795	10,153
• Cambridge	90.5	.0362	31.1	19.3	27.0	16.5	23.0	39.3	939,907	192,237	170,684	118,368	87,917	72,875	39,628
• Framingham	63.5	.0254	34.1	11.7	18.5	22.1	26.3	24.9	895,718	94,331	99,168	147,113	53,617	252,985	24,058
• Lowell	93.6	.0375	32.1	13.5	16.0	16.7	28.6	35.3	617,708	101,538	60,335	36,713	25,283	246,374	20,884
Malden	53.6	.0215	35.6	10.2	18.2	18.0	32.8	22.2	331,928	74,707	32,295	16,892	19,855	104,749	7,872
Medford	56.6	.0227	36.0	12.5	15.9	18.6	32.8	20.9	511,348	136,882	27,021	50,805	15,496	92,485	22,549
Newton	82.2	.0329	36.2	11.4	17.8	21.2	30.7	29.7	919,714	158,164	92,746	79,200	53,756	192,372	32,502
Somerville	70.6	.0283	33.1	14.4	20.5	17.3	28.7	29.0	460,764	109,030	39,763	52,681	22,400	71,592	15,753
• Waltham	56.7	.0227	33.3	16.4	18.7	18.5	28.3	21.5	520,021	99,332	80,514	22,971	49,883	70,606	24,419
Norfolk	611.8	.2449	35.5	10.1	16.6	21.8	29.0	226.0	6,165,393	1,206,475	497,455	648,451	289,471	1,476,680	180,633
Brookline	52.3	.0209	35.9	11.6	23.3	18.6	32.7	24.4	328,980	97,979	51,714	6,904	20,680	45,903	15,606
Quincy	82.6	.0331	37.6	10.9	17.1	18.4	34.9	35.2	686,819	191,717	75,048	38,017	16,277	161,117	30,370
Weymouth	54.9	.0220	34.3	10.8	17.1	20.5	28.3	20.7	522,081	137,098	34,278	80,061	29,375	96,371	14,419
Plymouth	439.3	.1758	32.7	8.7	17.4	21.9	24.0	153.2	4,202,334	727,517	401,781	346,381	206,645	946,193	107,517
• Brockton	92.5	.0370	32.6	10.1	17.0	19.6	26.3	34.0	972,777	172,434	90,375	95,052	39,092	215,245	25,719
Suffolk	655.9	.2625	32.6	15.4	19.6	17.6	27.7	272.7	4,416,145	850,572	1,024,396	396,243	229,878	403,525	172,847
• Boston	568.5	.2275	32.1	16.1	20.3	17.4	26.7	236.2	3,960,795	703,220	960,603	360,381	201,248	368,777	147,924
Revere	43.4	.0174	37.8	10.6	16.4	19.8	34.0	17.9	242,561	72,200	40,900	17,468	18,194	21,995	11,513
SUBURBAN TOTAL	2,512.0	1.0055	34.6	9.7	17.2	22.0	27.4	917.9	22,784,438	4,515,526	2,195,691	2,316,025	1,103,947	5,137,500	686,374
NEW BEDFORD–FALL RIVER–ATTLEBORO	**498.1**	**.1994**	**34.6**	**9.5**	**16.0**	**19.9**	**29.5**	**184.6**	**4,096,757**	**905,486**	**412,158**	**386,115**	**191,257**	**896,825**	**126,578**
Bristol	498.1	.1994	34.6	9.5	16.0	19.9	29.5	184.6	4,096,757	905,486	412,158	386,115	191,257	896,825	126,578
• Attleboro	36.1	.0144	33.6	9.8	16.6	20.7	27.0	13.3	401,628	53,950	28,365	23,925	20,597	82,618	14,048
• Fall River	90.9	.0364	36.4	9.5	14.5	17.1	34.6	36.0	598,122	164,945	53,980	45,143	38,742	121,677	25,421
• New Bedford	96.4	.0386	36.4	9.8	14.7	17.5	34.3	38.6	533,151	143,568	65,451	32,305	25,968	95,965	23,277
Taunton	47.2	.0189	34.2	10.1	16.6	19.5	29.2	17.5	271,434	72,423	19,968	21,693	20,778	66,674	7,944
SUBURBAN TOTAL	274.7	.1100	33.8	9.4	16.8	21.6	26.4	96.7	2,563,856	543,023	264,362	284,742	105,950	596,565	63,832

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Source: ABC Publisher's Statement, 3-31-90
New England Newspaper Assn. Linage Report, 12-31-89

MASS. (cont.)

POPULATION—12/31/89

RETAIL SALES BY STORE GROUP—1989

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
PITTSFIELD	141.9	.0568	35.9	10.5	15.3	19.6	31.7	55.3	1,180,932	252,169	131,969	111,879	52,187	212,672	33,555
Berkshire	141.9	.0568	35.9	10.5	15.3	19.6	31.7	55.3	1,180,932	252,169	131,969	111,879	52,187	212,672	33,555
• Pittsfield	49.5	.0198	36.0	9.1	15.5	19.4	32.0	19.9	494,925	112,136	53,203	66,795	29,320	88,381	15,765
SUBURBAN TOTAL	92.4	.0370	35.9	11.3	15.2	19.8	31.5	35.4	686,007	140,033	78,766	45,084	22,867	124,291	17,790
SPRINGFIELD	595.7	.2384	33.4	13.1	16.4	18.9	28.5	221.1	4,456,958	874,831	486,017	500,820	217,897	913,627	140,953
Hampden	451.2	.1806	34.7	10.3	16.0	19.4	30.0	171.8	3,569,808	661,061	370,853	441,631	182,667	756,892	113,548
Chicopee	58.0	.0232	36.4	10.2	15.6	18.6	33.2	22.9	374,179	60,365	48,670	34,600	10,340	102,134	10,312
• Holyoke	41.6	.0167	36.3	9.7	13.9	16.7	34.8	16.6	478,724	63,872	35,707	142,047	28,125	63,103	12,352
• Springfield	150.9	.0604	33.3	11.6	16.2	16.8	30.4	58.4	1,289,478	226,629	134,109	157,291	84,100	266,570	45,977
• Westfield	38.5	.0154	33.0	12.8	16.5	19.7	27.1	13.9	318,010	63,335	31,319	37,613	7,046	87,063	9,238
Hampshire	144.5	.0578	29.9	21.6	18.2	17.3	23.4	49.3	887,150	213,770	115,164	59,189	35,230	156,735	27,405
• Northampton	28.2	.0113	32.7	17.1	19.7	16.6	28.8	10.4	330,776	58,714	47,234	27,735	12,921	83,500	10,577
SUBURBAN TOTAL	336.5	.1346	33.3	13.8	16.5	20.2	26.9	121.8	2,039,970	462,281	237,648	136,134	85,705	413,391	62,809
WORCESTER–FITCHBURG–LEOMINSTER	687.1	.2751	34.1	10.7	16.4	19.6	28.8	254.5	5,606,887	1,033,921	541,373	551,897	274,608	1,412,044	183,418
Worcester	687.1	.2751	34.1	10.7	16.4	19.6	28.8	254.5	5,606,887	1,033,921	541,373	551,897	274,608	1,412,044	183,418
• Fitchburg	39.9	.0160	33.9	14.1	14.7	16.7	31.7	15.4	421,581	120,214	30,776	74,646	14,450	81,294	13,555
• Leominster	36.8	.0147	33.9	10.5	16.5	20.2	27.9	14.3	367,653	66,172	38,519	35,146	28,404	89,593	8,225
• Worcester	160.4	.0642	34.9	13.8	15.0	16.3	33.4	61.8	1,675,287	237,058	165,723	131,218	100,499	551,336	54,353
SUBURBAN TOTAL	450.0	.1802	33.9	9.3	17.0	21.0	27.0	163.0	3,142,366	610,477	306,355	310,887	131,255	689,821	107,285
OTHER COUNTIES															
Barnstable	180.4	.0722	40.2	7.3	15.3	17.8	38.9	75.4	2,425,284	487,511	354,188	164,180	136,115	426,263	64,826
Dukes	12.1	.0048	37.1	6.9	20.4	18.2	34.6	5.6	162,297	41,755	25,713	3,915	5,634	10,916	3,354
Franklin	69.6	.0278	34.1	9.5	18.9	19.0	29.4	27.7	451,396	102,017	45,449	38,682	16,234	95,405	12,176
Nantucket	6.2	.0025	37.7	7.6	20.0	19.4	34.3	2.8	129,590	26,499	29,261	1,971	2,111	14,491	2,451
TOTAL METRO COUNTIES	5,659.2	2.2653	34.8	11.2	17.4	20.2	28.0	2,129.4	47,937,757	9,284,829	5,426,022	4,726,571	2,385,692	10,472,073	1,519,383
TOTAL STATE	5,927.5	2.3726	34.2	11.0	17.3	20.1	28.4	2,240.9	51,106,324	9,942,611	5,880,633	4,935,319	2,545,786	11,019,148	1,602,190

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MASS. (cont.)

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
BOSTON–LAWRENCE–SALEM–							
LOWELL–BROCKTON	**66,398,906**	**35,430**	**15.6**	**21.6**	**18.6**	**32.0**	**1.8768**
Essex	11,125,020	33,809	16.3	21.8	19.0	29.4	.3204
• Gloucester	472,422	28,856	20.5	23.8	17.7	23.2	.0132
• Haverhill	751,831	28,832	20.0	23.7	19.0	22.2	.0227
• Lawrence	794,883	23,157	21.7	23.5	16.4	15.9	.0231
• Lynn	1,171,398	27,215	19.9	23.7	18.4	19.9	.0344
Peabody	807,402	38,835	12.7	20.8	21.7	34.0	.0268
• Salem	620,301	28,762	19.0	25.1	18.3	22.4	.0186
Middlesex	26,528,542	39,859	13.5	20.4	18.9	37.7	.7251
Arlington	916,884	41,004	13.1	20.9	18.9	39.1	.0222
• Cambridge	1,669,739	27,636	20.0	25.6	16.4	22.0	.0490
• Framingham	1,325,850	40,922	12.4	21.1	18.0	40.2	.0409
• Lowell	1,352,096	28,574	20.1	24.2	19.0	21.4	.0388
Malden	917,792	31,555	18.2	23.9	19.4	25.7	.0240
Medford	953,458	36,237	14.4	21.9	19.6	32.1	.0279
Newton	2,020,194	51,537	9.9	16.4	16.0	51.5	.0533
Somerville	1,091,908	28,772	19.2	25.3	18.7	21.4	.0303
• Waltham	1,031,721	36,959	13.9	22.6	19.3	33.5	.0293
Norfolk	11,832,260	40,943	12.7	19.9	19.4	38.9	.3364
Brookline	1,283,904	35,877	15.1	22.6	16.4	34.7	.0295
Quincy	1,453,901	32,613	16.6	23.6	19.5	27.0	.0407
Weymouth	950,130	36,978	14.3	22.3	19.0	34.0	.0279
Plymouth	6,550,833	33,804	16.2	23.9	20.9	27.2	.2079
• Brockton	1,232,602	27,643	19.4	24.3	18.7	19.8	.0431
Suffolk	10,362,251	25,818	20.7	24.0	15.7	20.7	.2870
• Boston	8,957,413	25,392	21.0	24.1	15.3	20.3	.2507
Revere	707,641	30,560	18.7	23.0	18.8	25.1	.0185
SUBURBAN TOTAL	47,018,650	39,916	13.2	20.4	19.6	37.4	1.3130
NEW BEDFORD–FALL RIVER–							
ATTLEBORO	**6,440,169**	**26,828**	**20.4**	**26.3**	**18.7**	**17.3**	**.2093**
Bristol	6,440,169	26,828	20.4	26.3	18.7	17.3	.2093
• Attleboro	521,493	30,551	18.6	26.9	21.3	21.1	.0178
• Fall River	1,003,104	20,492	25.1	27.0	15.1	9.0	.0330
• New Bedford	1,095,352	20,293	25.2	26.0	13.9	10.8	.0337
Taunton	608,388	27,246	20.3	27.6	18.7	17.1	.0178
SUBURBAN TOTAL	3,820,220	31,671	17.0	26.2	21.7	22.4	.1248
PITTSFIELD	**2,004,903**	**27,026**	**20.8**	**26.7**	**18.4**	**18.2**	**.0623**
Berkshire	2,004,903	27,026	20.8	26.7	18.4	18.2	.0623
• Pittsfield	722,748	27,181	20.5	25.5	17.2	20.0	.0236
SUBURBAN TOTAL	1,282,155	26,944	20.9	27.3	19.1	17.3	.0387
SPRINGFIELD	**8,097,441**	**27,599**	**19.6**	**25.7**	**18.8**	**19.2**	**.2484**
Hampden	6,224,998	27,531	19.3	25.3	18.7	19.5	.1928
Chicopee	770,860	26,452	19.7	27.0	18.7	16.9	.0229
• Holyoke	528,909	21,742	22.9	22.8	15.7	14.5	.0197
• Springfield	1,845,323	23,345	22.0	25.5	16.1	14.8	.0626
• Westfield	535,178	30,720	17.0	27.4	22.0	20.2	.0168
Hampshire	1,872,443	27,818	20.7	27.2	19.2	18.1	.0556
• Northampton	376,792	24,913	22.0	26.0	16.4	16.8	.0138
SUBURBAN TOTAL	4,811,239	30,499	18.1	26.0	20.4	22.0	.1355
WORCESTER–FITCHBURG–							
LEOMINSTER	**10,384,560**	**31,518**	**17.7**	**24.2**	**20.2**	**24.5**	**.3108**
Worcester	10,384,560	31,518	17.7	24.2	20.2	24.5	.3108
• Fitchburg	544,652	26,079	21.9	24.7	18.3	17.8	.0188
• Leominster	545,931	30,248	17.9	26.1	21.1	20.8	.0177
• Worcester	2,268,431	25,936	20.9	25.1	16.7	19.2	.0765
SUBURBAN TOTAL	7,025,546	34,435	16.1	23.7	21.6	27.5	.1978
OTHER COUNTIES							
Barnstable	2,823,927	27,521	21.7	27.1	18.0	19.8	.0997
Dukes	189,508	24,154	25.5	28.8	15.3	15.5	.0066
Franklin	920,914	25,378	23.1	27.9	18.5	14.3	.0275
Nantucket	127,646	34,056	17.0	25.1	23.2	25.0	.0047
TOTAL METRO COUNTIES	**93,325,979**	**32,874**	**16.8**	**23.0**	**18.8**	**28.1**	**2.7076**
TOTAL STATE	**97,387,974**	**32,521**	**17.0**	**23.2**	**18.8**	**27.6**	**2.8461**

Michigan

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
ANN ARBOR	**276.3**	**.1106**	**28.9**	**18.9**	**23.0**	**19.3**	**16.7**	**102.7**
Washtenaw	276.3	.1106	28.9	18.9	23.0	19.3	16.7	102.7
• Ann Arbor	111.6	.0447	27.6	25.9	25.3	16.7	14.6	42.7
SUBURBAN TOTAL	164.7	.0659	30.0	14.1	21.6	21.0	18.1	60.0
BATTLE CREEK	**140.0**	**.0561**	**33.5**	**9.9**	**16.4**	**20.7**	**26.9**	**53.7**
Calhoun	140.0	.0561	33.5	9.9	16.4	20.7	26.9	53.7
• Battle Creek	54.6	.0219	32.4	10.7	17.4	16.1	29.4	22.5
SUBURBAN TOTAL	85.4	.0342	34.3	9.3	16.0	23.6	25.3	31.2
BENTON HARBOR	**168.6**	**.0675**	**32.8**	**9.5**	**16.4**	**20.4**	**25.9**	**63.6**
Berrien	168.6	.0675	32.8	9.5	16.4	20.4	25.9	63.6
• Benton Harbor	14.5	.0058	23.6	10.1	13.7	15.4	18.9	4.8
SUBURBAN TOTAL	154.1	.0617	33.5	9.4	16.6	20.9	26.7	58.8
DETROIT	**4,385.4**	**1.7554**	**32.5**	**10.0**	**17.6**	**21.0**	**24.6**	**1,629.7**
Lapeer	76.0	.0305	30.0	9.0	17.8	22.8	18.2	24.5
Livingston	118.3	.0474	31.2	8.2	18.3	24.9	18.1	38.8
Macomb	715.5	.2864	32.4	10.4	17.3	22.8	22.6	258.0
Roseville	51.4	.0206	31.3	11.6	18.5	18.9	24.3	18.8
St. Clair Shores	72.1	.0289	37.3	10.4	14.8	20.6	32.5	27.8
Sterling Heights	115.7	.0463	30.3	8.4	20.4	25.8	14.6	39.3
Warren	148.7	.0595	34.7	11.4	14.3	24.4	25.2	54.0
Monroe	137.1	.0549	30.9	9.6	17.1	21.7	21.4	47.1
Oakland	1,061.2	.4248	33.2	9.5	18.3	22.8	23.8	402.8
Farmington Hills	68.9	.0276	34.9	9.1	16.6	25.2	24.6	26.1
• Pontiac	71.9	.0288	28.6	12.3	18.4	17.4	20.8	26.3

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
ANN ARBOR	**2,291,052**	**335,978**	**213,992**	**345,614**	**139,332**	**560,201**	**63,666**
Washtenaw	2,291,052	335,978	213,992	345,614	139,332	560,201	63,666
• Ann Arbor	1,240,550	166,501	129,952	171,878	97,916	241,522	34,446
SUBURBAN TOTAL	1,050,502	169,477	84,040	173,736	41,416	318,679	29,220
BATTLE CREEK	**1,023,525**	**175,327**	**89,059**	**184,882**	**41,804**	**238,072**	**36,373**
Calhoun	1,023,525	175,327	89,059	184,882	41,804	238,072	36,373
• Battle Creek	453,103	56,719	31,101	86,504	21,302	122,064	15,579
SUBURBAN TOTAL	570,422	118,608	57,958	98,378	20,502	116,008	20,794
BENTON HARBOR	**1,092,313**	**205,116**	**107,903**	**147,657**	**23,668**	**256,437**	**35,012**
Berrien	1,092,313	205,116	107,903	147,657	23,668	256,437	35,012
• Benton Harbor	255,530	13,661	14,865	66,479	2,513	67,248	3,717
SUBURBAN TOTAL	836,783	191,455	93,038	81,178	21,155	189,189	31,295
DETROIT	**31,931,305**	**5,293,656**	**3,181,155**	**4,246,519**	**1,867,637**	**8,142,088**	**1,198,155**
Lapeer	436,250	90,553	26,804	28,663	11,636	133,859	15,518
Livingston	529,372	98,733	45,561	98,571	16,420	134,624	17,028
Macomb	6,324,917	1,061,296	574,941	899,966	417,799	1,654,617	212,201
Roseville	682,824	89,390	49,758	197,641	24,572	121,948	14,536
St. Clair Shores	461,652	111,476	51,371	28,124	33,936	107,341	23,098
Sterling Heights	1,275,996	135,444	83,186	344,321	45,395	360,726	24,239
Warren	1,371,546	272,112	145,428	120,092	114,424	330,719	57,802
Monroe	573,458	137,853	50,840	35,255	17,514	162,581	19,509
Oakland	10,920,910	1,616,306	1,076,398	1,534,257	746,018	2,685,845	359,723
Farmington Hills	680,422	59,242	84,077	30,617	45,425	285,984	21,425
• Pontiac	474,481	75,647	51,458	70,465	42,799	126,460	12,610

MICH. (cont.)

POPULATION—12/31/89

S&MM ESTIMATES

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
Royal Oak	65.5	.0262	34.7	9.9	20.3	18.6	30.7	28.3	584,766	92,315	46,867	54,292	68,456	165,588	7,217
Southfield	73.0	.0292	38.2	8.5	17.4	21.1	33.6	31.1	1,567,900	186,333	155,712	218,200	116,655	430,382	42,406
Troy	69.2	.0277	32.6	7.1	20.1	27.6	17.5	25.6	1,399,944	113,531	111,082	287,414	79,143	431,512	27,564
St. Clair	148.1	.0592	32.3	9.5	16.2	20.5	25.1	53.0	780,298	154,315	72,073	72,586	39,315	191,510	36,573
• Port Huron	35.2	.0141	32.0	11.8	16.0	17.0	28.2	14.0	418,037	75,522	36,196	35,522	27,111	97,370	16,486
Wayne	2,129.2	.8522	32.5	10.4	17.4	19.2	26.3	805.5	12,366,100	2,134,600	1,334,538	1,577,221	618,935	3,179,052	537,603
• Dearborn	85.8	.0343	39.2	9.7	15.4	18.2	37.1	35.5	1,372,661	143,648	115,721	249,356	89,199	372,083	50,599
Dearborn Heights	60.7	.0243	36.2	10.8	14.7	21.9	29.8	22.4	296,601	94,998	56,593	3,444	18,281	15,933	30,565
• Detroit	1,055.7	.4225	31.9	10.4	17.2	17.5	27.1	409.0	3,364,434	765,611	497,411	134,227	92,670	844,274	144,879
Lincoln Park	42.5	.0170	33.6	11.1	17.9	18.1	29.4	16.6	333,756	80,319	27,910	73,947	9,193	35,677	23,712
Livonia	100.7	.0403	35.3	9.8	14.4	24.9	25.6	33.7	1,271,171	199,475	110,742	211,153	134,114	217,029	50,774
Taylor	71.5	.0286	29.0	11.3	18.9	22.2	16.5	24.3	739,809	79,964	57,876	248,821	17,429	185,850	20,851
Westland	81.1	.0325	30.7	11.8	19.2	22.3	19.4	29.9	727,808	148,867	58,851	134,746	42,440	130,284	35,108
SUBURBAN TOTAL	3,136.8	1.2557	32.7	9.9	17.7	22.4	23.4	1,144.9	26,301,692	4,233,228	2,480,369	3,756,949	1,615,858	6,701,901	973,581
DETROIT–ANN ARBOR CONSOLIDATED AREA	*4,661.7*	*1.8660*	*32.2*	*10.6*	*17.9*	*20.9*	*24.1*	*1,732.4*	*34,222,357*	*5,629,634*	*3,395,147*	*4,592,133*	*2,006,969*	*8,702,289*	*1,261,821*
FLINT	**433.7**	**.1736**	**30.8**	**10.8**	**17.3**	**21.7**	**21.1**	**160.1**	**3,300,607**	**547,868**	**259,477**	**560,532**	**161,090**	**795,328**	**110,593**
Genesee	433.7	.1736	30.8	10.8	17.3	21.7	21.1	160.1	3,300,607	547,868	259,477	560,532	161,090	795,328	110,593
• Flint	142.3	.0570	29.9	12.0	17.5	17.5	23.6	55.3	1,350,797	253,013	128,069	243,859	106,670	198,425	48,049
SUBURBAN TOTAL	291.4	.1166	31.3	10.3	17.0	23.7	20.0	104.8	1,949,810	294,855	131,408	316,673	54,420	596,903	62,544
GRAND RAPIDS	**669.0**	**.2678**	**31.1**	**11.7**	**17.9**	**19.9**	**23.1**	**245.0**	**5,453,457**	**743,912**	**402,119**	**1,026,261**	**330,790**	**1,354,298**	**102,151**
Kent	485.4	.1943	31.3	11.8	17.9	19.4	23.9	182.7	4,318,986	605,500	311,231	788,638	267,488	1,075,294	83,283
• Grand Rapids	189.6	.0759	31.5	13.3	17.8	15.6	28.1	73.1	1,474,771	220,434	127,537	188,698	130,427	349,500	36,024
Wyoming	63.0	.0252	30.6	12.9	19.8	18.8	22.4	24.9	671,419	66,041	62,263	136,807	35,558	146,756	10,601
Ottawa	183.6	.0735	30.5	11.6	17.5	21.1	21.1	62.3	1,134,471	138,412	90,888	237,623	63,302	279,004	18,868
• Holland	31.1	.0124	31.9	15.4	15.5	17.0	28.1	11.5	447,695	43,931	39,103	56,377	32,225	143,031	10,482
SUBURBAN TOTAL	448.3	.1795	30.9	10.8	18.0	21.9	20.7	160.4	3,530,991	479,547	235,479	781,186	168,138	861,767	55,645
JACKSON	**150.7**	**.0603**	**32.4**	**10.1**	**19.5**	**21.1**	**23.8**	**52.3**	**923,854**	**137,991**	**72,737**	**221,015**	**42,661**	**176,715**	**30,411**
Jackson	150.7	.0603	32.4	10.1	19.5	21.1	23.8	52.3	923,854	137,991	72,737	221,015	42,661	176,715	30,411
• Jackson	37.9	.0152	31.7	11.9	17.6	16.0	28.2	14.9	356,535	45,955	37,038	45,044	27,847	79,935	12,355
SUBURBAN TOTAL	112.8	.0451	32.6	9.5	20.0	22.9	22.3	37.4	567,319	92,036	35,699	175,971	14,814	96,780	18,056
KALAMAZOO	**220.6**	**.0883**	**30.6**	**15.3**	**18.7**	**20.1**	**21.7**	**83.1**	**1,665,749**	**256,993**	**158,540**	**325,814**	**97,336**	**346,616**	**47,555**
Kalamazoo	220.6	.0883	30.6	15.3	18.7	20.1	21.7	83.1	1,665,749	256,993	158,540	325,814	97,336	346,616	47,555
• Kalamazoo	77.1	.0309	28.0	23.4	18.6	14.5	22.4	29.1	628,682	98,540	74,299	27,625	31,264	201,479	21,262
SUBURBAN TOTAL	143.5	.0574	32.0	10.9	18.7	23.1	21.3	54.0	1,037,067	158,453	84,241	298,189	66,072	145,137	26,293
LANSING–EAST LANSING	**434.8**	**.1741**	**29.2**	**15.8**	**19.5**	**19.7**	**19.0**	**157.2**	**3,262,250**	**521,638**	**303,918**	**656,664**	**210,895**	**699,378**	**67,026**
Clinton	58.8	.0236	30.9	9.0	17.1	23.6	19.5	19.7	260,936	54,516	17,086	7,000	6,674	71,076	6,011
Eaton	97.5	.0390	31.2	10.1	18.7	22.8	20.1	35.6	776,669	145,005	69,960	177,429	30,107	129,883	23,434
Ingham	278.5	.1115	28.2	19.3	20.1	17.8	18.5	101.9	2,224,645	322,117	216,872	472,235	174,114	498,419	37,581
• East Lansing	47.8	.0191	23.1	51.8	16.1	10.4	9.7	12.5	256,016	25,779	32,687	78,357	14,511	41,710	2,696
• Lansing	126.7	.0507	29.5	13.2	22.1	17.2	20.7	51.1	1,151,917	158,885	104,954	203,372	125,969	324,784	20,176
SUBURBAN TOTAL	260.3	.1043	31.0	10.5	18.7	22.6	19.9	93.6	1,854,317	336,974	166,277	374,935	70,415	332,884	44,154
MUSKEGON	**160.0**	**.0641**	**32.4**	**10.2**	**16.5**	**19.4**	**26.4**	**58.0**	**954,792**	**179,235**	**93,824**	**192,835**	**46,581**	**218,555**	**33,537**
Muskegon	160.0	.0641	32.4	10.2	16.5	19.4	26.4	58.0	954,792	179,235	93,824	192,835	46,581	218,555	33,537
• Muskegon	40.0	.0160	31.8	12.5	17.3	14.3	30.2	15.7	316,499	42,975	32,364	46,040	14,948	96,728	14,413
SUBURBAN TOTAL	120.0	.0481	32.6	9.5	16.2	21.1	25.0	42.3	638,293	136,260	61,460	146,795	31,633	121,827	19,124
SAGINAW–BAY CITY–MIDLAND	**408.9**	**.1637**	**31.3**	**10.3**	**17.2**	**21.0**	**22.6**	**147.0**	**2,794,485**	**450,837**	**247,002**	**475,864**	**162,925**	**693,385**	**84,713**
Bay	114.2	.0457	32.0	10.4	17.0	20.4	24.5	42.0	790,214	123,938	62,721	139,849	31,811	231,942	23,210
• Bay City	39.4	.0158	33.0	11.5	16.4	16.9	29.8	15.7	326,025	55,537	27,231	30,298	14,502	111,555	13,451
Midland	77.2	.0309	31.0	10.1	18.1	22.8	20.0	27.7	332,467	75,968	34,183	25,514	14,816	75,945	17,003
• Midland	37.4	.0150	31.7	11.3	18.0	22.2	21.8	14.1	277,835	61,804	28,285	21,531	13,516	64,498	14,351
Saginaw	217.5	.0871	31.0	10.3	17.0	20.7	22.5	77.3	1,671,804	250,931	150,098	310,501	116,298	385,498	44,500
• Saginaw	72.4	.0290	29.9	11.3	17.7	15.8	25.2	27.3	367,750	78,712	33,164	19,964	17,362	107,034	16,267
SUBURBAN TOTAL	259.7	.1039	31.4	9.7	17.0	22.9	21.0	89.9	1,822,875	254,784	158,322	404,071	117,545	410,298	40,644
OTHER COUNTIES															
Alcona	10.9	.0043	42.3	6.4	10.6	19.0	40.9	4.4	41,630	8,120	4,271	2,219	413	13,325	1,736
Alger	8.8	.0035	35.0	7.9	15.3	19.9	30.1	3.1	28,123	15,202	3,594	148	464	449	479
Allegan	91.0	.0365	31.7	9.5	17.2	20.6	23.8	32.1	478,029	127,135	37,077	10,938	11,746	152,884	14,251
Alpena	31.4	.0125	33.5	10.1	14.5	21.3	26.5	11.7	212,519	42,595	18,916	23,645	12,494	39,267	9,412
Antrim	18.2	.0073	35.7	7.9	14.8	19.6	31.4	6.8	79,306	26,264	9,184	732	1,955	6,578	3,621
Arenac	16.0	.0064	34.7	8.5	14.3	18.9	30.7	5.9	87,371	18,295	11,357	1,756	2,824	21,068	1,382
Baraga	8.3	.0033	34.5	7.7	15.3	18.0	31.3	3.1	32,711	11,515	2,340	2,395	485	6,239	1,711
Barry	50.2	.0201	33.0	8.4	16.7	22.5	24.2	17.8	173,645	44,374	17,930	9,990	3,523	40,846	7,136
Benzie	12.5	.0050	35.7	8.4	14.9	20.8	30.4	4.7	56,754	17,496	5,974	1,384	2,882	10,121	1,934
Branch	42.5	.0170	33.6	9.6	16.2	20.9	26.7	15.3	169,306	30,542	12,265	13,483	5,154	47,649	5,989
Cass	50.7	.0203	33.6	8.4	16.4	21.5	26.2	18.8	167,812	37,868	13,129	6,804	2,559	67,088	4,505
Charlevoix	22.0	.0088	33.6	9.1	16.2	20.8	26.9	8.6	117,904	32,968	15,979	2,136	3,928	22,194	4,353
Cheboygan	22.0	.0088	35.0	8.1	14.7	20.0	29.9	8.5	156,614	37,681	18,992	9,114	3,634	34,137	4,233
Chippewa	31.4	.0125	32.8	13.7	17.2	18.8	27.3	10.5	210,769	51,908	22,228	23,481	7,052	34,440	9,022
Clare	27.2	.0109	37.1	8.0	13.2	19.3	33.6	10.7	162,640	39,963	13,026	10,147	3,066	36,760	5,558
Crawford	11.2	.0045	34.4	8.5	14.8	20.4	28.7	3.9	71,613	11,507	9,859	11,113	939	16,112	2,934
Delta	38.0	.0152	33.6	8.5	15.5	19.9	28.0	13.9	255,549	74,387	22,382	28,374	9,643	48,794	3,843
Dickinson	26.8	.0107	37.1	8.3	14.8	18.5	34.3	10.6	196,386	49,176	13,826	31,896	13,491	36,525	6,357
Emmet	25.8	.0103	33.2	9.5	17.3	20.0	26.9	9.7	264,012	53,792	26,441	18,794	19,350	53,485	5,973

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
Gladwin	23.7	.0095	36.3	8.1	13.4	19.5	32.4	9.1
Gogebic	18.1	.0073	41.7	7.6	12.3	17.2	40.9	7.4
Grand Traverse	64.6	.0258	31.7	10.5	19.5	20.4	23.2	24.2
Gratiot	39.7	.0159	32.0	11.3	15.3	19.8	25.5	14.1
Hillsdale	44.5	.0178	33.0	10.4	15.2	20.1	26.9	15.6
Houghton	37.1	.0149	32.5	19.1	12.9	15.4	31.3	13.3
Huron	36.4	.0145	35.1	8.4	14.0	18.0	32.2	13.6
Ionia	57.2	.0229	29.4	14.6	16.6	18.8	21.9	17.9
Iosco	30.8	.0123	32.9	12.1	15.1	18.4	28.4	11.9
Iron	13.5	.0054	43.9	6.4	12.2	17.0	43.3	5.6
Isabella	56.2	.0225	24.8	27.3	15.9	15.9	17.6	17.8
Kalkaska	13.8	.0056	32.1	8.4	16.5	19.3	26.0	5.0
Keweenaw	1.9	.0007	46.6	5.6	12.9	16.2	47.0	.7
Lake	9.3	.0037	42.5	5.9	11.4	17.3	41.6	3.9
Leelanau	16.4	.0065	34.7	7.6	17.6	20.9	28.7	6.3
Lenawee	92.5	.0370	32.1	9.8	16.7	20.4	24.8	32.5
Luce	6.5	.0026	35.4	7.9	15.2	20.3	30.3	2.2
Mackinac	10.6	.0042	35.9	7.8	14.3	19.4	31.8	4.0
Manistee	23.0	.0092	36.4	8.5	14.7	19.3	32.6	9.4
Marquette	72.3	.0290	29.2	15.7	19.9	18.1	20.4	25.4
Mason	27.1	.0108	35.7	8.7	15.2	19.6	31.5	10.5
Mecosta	40.0	.0160	24.9	28.7	13.3	15.3	21.2	12.6
Menominee	25.9	.0104	34.1	8.9	15.4	18.6	30.0	9.7
Missaukee	12.0	.0048	33.0	8.7	15.1	19.5	27.5	4.0
Montcalm	54.6	.0218	33.6	8.9	15.0	20.0	27.9	19.4
Montmorency	8.5	.0034	39.5	7.6	12.4	17.0	38.3	3.3
Newaygo	40.4	.0161	34.4	8.1	14.4	20.3	28.8	15.1
Oceana	24.2	.0097	33.4	8.4	14.8	20.4	27.3	8.7
Ogemaw	19.3	.0077	36.6	8.0	13.4	19.2	33.1	7.3
Ontonagon	9.1	.0036	37.5	6.1	13.5	21.6	32.1	3.5
Osceola	21.2	.0085	33.8	8.3	14.9	19.9	28.3	7.8
Oscoda	7.7	.0031	39.2	7.3	11.9	19.6	36.4	3.1
Otsego	17.5	.0070	32.5	8.5	16.1	21.0	24.9	6.2
Presque Isle	14.5	.0058	36.3	8.0	13.6	19.1	32.6	5.5
Roscommon	21.0	.0084	42.3	7.2	11.9	17.5	41.8	8.9
St. Joseph	61.1	.0245	32.9	9.2	16.6	20.1	26.4	22.8
Sanilac	42.5	.0170	34.1	8.7	14.5	18.9	29.8	15.6
Schoolcraft	8.2	.0033	36.0	7.8	14.3	18.5	32.9	2.9
Shiawassee	71.8	.0287	31.0	9.3	17.2	21.7	21.4	24.8
Tuscola	57.6	.0231	31.5	9.2	16.7	21.3	22.9	19.3
Van Buren	72.0	.0288	32.9	8.6	16.3	20.2	26.4	26.5
Wexford	28.1	.0113	34.0	8.7	15.4	19.7	28.7	10.7
TOTAL METRO COUNTIES	**7,448.0**	**2.9815**	**31.8**	**11.1**	**17.9**	**20.7**	**23.5**	**2,752.4**
TOTAL STATE	**9,345.3**	**3.7405**	**32.0**	**11.0**	**17.4**	**20.5**	**24.3**	**3,440.6**

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
Gladwin	89,046	30,373	6,461	3,290	1,491	23,217	2,689
Gogebic	95,070	20,116	8,427	13,630	2,715	20,260	3,051
Grand Traverse	776,873	121,276	66,522	132,177	38,560	176,260	10,988
Gratiot	178,538	43,873	17,181	20,527	2,936	42,674	6,530
Hillsdale	205,213	67,049	13,606	7,680	7,303	50,985	6,332
Houghton	192,965	45,768	13,997	18,274	8,696	43,246	6,975
Huron	197,299	43,977	15,091	15,202	6,108	50,293	7,403
Ionia	214,970	48,495	15,516	41,200	6,376	35,339	6,871
Iosco	175,212	39,843	19,503	19,163	7,653	33,147	8,534
Iron	93,832	45,839	5,415	3,938	2,315	14,884	3,701
Isabella	311,561	57,893	41,755	16,421	10,936	59,530	10,963
Kalkaska	74,180	11,699	7,542	48	841	29,868	1,916
Keweenaw	6,874	1,263	1,835	26	686	290	9
Lake	30,587	10,001	4,151	851	192	3,547	1,668
Leelanau	67,184	26,691	10,655	189	1,148	877	1,266
Lenawee	514,068	107,998	46,124	86,294	17,965	129,624	15,567
Luce	37,619	12,006	2,827	1,575	886	8,143	1,382
Mackinac	76,247	21,756	12,202	773	1,244	5,840	1,447
Manistee	126,897	36,224	10,641	[illegible]	4,249	25,005	5,806
Marquette	450,650	95,810	43,922	[illegible]	31,276	99,822	12,981
Mason	143,349	32,732	15,032	8,120	5,377	22,253	8,424
Mecosta	197,305	44,936	18,279	12,054	8,138	43,011	6,381
Menominee	81,721	12,577	12,111	12,601	1,474	11,598	2,389
Missaukee	53,851	8,653	3,339	5,326	1,074	24,269	2,078
Montcalm	284,869	62,859	16,323	55,281	9,072	66,981	6,667
Montmorency	33,148	12,891	4,813	374	1,054	885	1,899
Newaygo	159,147	45,066	9,713	10,484	4,449	30,547	7,913
Oceana	97,665	37,605	6,683	2,145	883	17,057	2,320
Ogemaw	101,398	26,610	12,288	9,285	2,150	12,833	3,931
Ontonagon	47,955	10,677	3,966	1,206	534	15,348	1,479
Osceola	71,081	25,750	5,295	882	637	14,822	3,039
Oscoda	28,798	9,944	2,797	261	219	1,053	1,309
Otsego	137,761	16,815	13,851	12,678	3,803	39,479	5,357
Presque Isle	65,304	18,995	3,833	2,017	3,598	17,279	2,367
Roscommon	153,183	37,711	18,809	10,555	4,182	32,745	5,422
St. Joseph	291,929	65,090	27,763	24,366	10,226	69,838	8,752
Sanilac	206,893	54,978	10,708	8,944	7,203	56,941	8,391
Schoolcraft	48,352	13,288	4,746	1,037	1,192	9,058	3,042
Shiawassee	376,691	80,448	29,475	27,747	13,198	107,452	13,049
Tuscola	218,690	66,608	13,189	9,926	4,717	56,176	10,783
Van Buren	337,307	93,412	29,161	15,847	6,157	98,961	9,167
Wexford	235,766	54,227	19,485	13,328	11,573	53,881	8,772
TOTAL METRO COUNTIES	**54,693,389**	**8,848,551**	**5,129,726**	**8,383,657**	**3,124,719**	**13,481,073**	**1,809,192**
TOTAL STATE	**64,943,130**	**11,299,161**	**6,053,528**	**9,282,489**	**3,484,807**	**15,824,352**	**2,142,631**

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
ANN ARBOR	**3,881,740**	**28,597**	**19.6**	**26.3**	**19.3**	**20.2**	**.1211**
Washtenaw	3,881,740	28,597	19.6	26.3	19.3	20.2	.1211
• Ann Arbor	1,583,786	25,377	23.0	25.1	15.9	19.4	.0546
SUBURBAN TOTAL	2,297,954	30,834	17.2	27.1	21.7	20.8	.0665
BATTLE CREEK	**1,909,399**	**28,031**	**19.8**	**25.8**	**18.5**	**19.7**	**.0581**
Calhoun	1,909,399	28,031	19.8	25.8	18.5	19.7	.0581
• Battle Creek	685,710	22,312	22.7	24.7	14.5	15.0	.0227
SUBURBAN TOTAL	1,223,689	32,172	17.6	26.8	21.3	23.1	.0354
BENTON HARBOR	**1,922,664**	**23,101**	**23.6**	**27.6**	**17.1**	**11.6**	**.0618**
Berrien	1,922,664	23,101	23.6	27.6	17.1	11.6	.0618
• Benton Harbor	96,240	13,750	29.7	20.1	8.6	4.7	.0071
SUBURBAN TOTAL	1,826,424	24,028	23.2	28.3	17.8	12.1	.0547

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
DETROIT	**61,228,315**	**29,663**	**17.3**	**25.6**	**19.8**	**21.1**	**1.8386**
Lapeer	884,379	29,938	17.6	29.1	22.4	17.4	.0271
Livingston	1,659,923	36,021	14.1	24.8	24.5	27.3	.0439
Macomb	8,820,176	28,862	17.9	31.9	23.1	14.2	.3017
Roseville	561,556	25,309	20.7	35.9	18.4	9.1	.0246
St. Clair Shores	955,736	29,180	18.2	31.1	21.6	15.7	.0284
Sterling Heights	1,467,148	32,938	13.7	33.1	29.7	15.6	.0538
Warren	1,846,422	28,500	18.3	31.1	22.9	14.6	.0639
Monroe	2,191,682	39,348	14.2	19.9	22.5	34.3	.0544
Oakland	19,549,626	38,084	13.3	22.6	20.5	34.1	.5724
Farmington Hills	1,464,654	45,994	9.8	18.8	20.1	44.7	.0397
• Pontiac	842,284	24,590	18.7	25.5	16.8	15.9	.0268

MICH. (cont.)

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Royal Oak	1,189,562	34,865	16.1	24.6	22.0	27.8	.0335
Southfield	1,585,291	39,611	13.6	21.6	19.3	37.1	.0573
Troy	1,385,805	46,765	8.4	17.9	22.7	44.7	.0510
St. Clair	1,767,497	26,826	19.7	27.8	19.9	15.2	.0523
• Port Huron	406,980	21,523	22.6	26.1	15.6	11.3	.0163
Wayne	26,355,032	25,550	19.2	25.0	18.0	16.3	.7868
• Dearborn	1,336,753	29,956	19.3	23.6	19.9	22.3	.0511
Dearborn Heights	912,979	34,137	14.9	26.9	23.8	24.6	.0239
• Detroit	11,025,004	19,394	22.6	24.1	13.8	10.8	.3108
Lincoln Park	565,280	28,983	19.3	30.1	22.4	15.3	.0178
Livonia	1,566,747	40,467	9.9	23.3	27.9	32.3	.0540
Taylor	855,579	30,421	16.1	29.7	25.1	15.5	.0316
Westland	1,093,742	31,469	15.1	31.2	24.3	17.6	.0358
SUBURBAN TOTAL	47,617,294	33,372	15.2	26.1	22.1	25.0	1.4336
DETROIT–ANN ARBOR CONSOLIDATED AREA	***65,110,055***	***29,605***	***17.4***	***25.5***	***19.8***	***21.1***	***1.9597***
FLINT	**4,970,985**	**25,627**	**19.4**	**29.4**	**20.0**	**12.1**	**.1678**
Genesee	4,970,985	25,627	19.4	29.4	20.0	12.1	.1678
• Flint	1,481,874	21,001	22.0	27.9	15.3	8.7	.0575
SUBURBAN TOTAL	3,489,111	27,898	18.0	30.1	22.5	13.8	.1103
GRAND RAPIDS	**9,035,041**	**29,221**	**19.2**	**28.4**	**20.4**	**18.5**	**.2859**
Kent	6,522,324	27,953	20.2	28.4	19.5	17.1	.2133
• Grand Rapids	2,316,320	23,401	23.8	27.4	16.1	13.2	.0761
Wyoming	843,388	27,963	19.9	32.8	20.9	14.0	.0296
Ottawa	2,512,717	32,861	16.1	28.6	23.2	22.5	.0726
• Holland	434,781	27,985	22.2	27.1	20.3	17.9	.0167
SUBURBAN TOTAL	6,283,940	31,749	16.9	28.9	22.4	20.9	.1929
JACKSON	**1,752,441**	**26,795**	**20.4**	**29.2**	**19.2**	**15.1**	**.0549**
Jackson	1,752,441	26,795	20.4	29.2	19.2	15.1	.0549
• Jackson	418,958	21,233	23.6	27.9	13.9	10.8	.0156
SUBURBAN TOTAL	1,333,483	29,173	19.1	29.9	21.3	16.8	.0393
KALAMAZOO	**3,152,531**	**29,184**	**19.7**	**26.2**	**19.5**	**20.4**	**.0945**
Kalamazoo	3,152,531	29,184	19.7	26.2	19.5	20.4	.0945
• Kalamazoo	991,146	22,869	23.7	26.1	15.0	14.6	.0322
SUBURBAN TOTAL	2,161,385	32,545	17.6	26.3	21.9	23.5	.0623
LANSING–EAST LANSING	**5,668,445**	**28,166**	**19.9**	**28.0**	**19.9**	**17.8**	**.1779**
Clinton	692,054	29,680	17.2	32.1	23.2	15.6	.0199
Eaton	1,211,545	28,344	19.2	31.0	22.1	14.6	.0397
Ingham	3,764,846	27,727	20.7	26.3	18.4	19.3	.1183
• East Lansing	537,413	22,323	25.7	19.6	13.6	21.4	.0165
• Lansing	1,699,944	26,474	21.3	27.7	18.8	15.8	.0561
SUBURBAN TOTAL	3,431,088	29,543	18.4	29.4	21.3	18.4	.1053
MUSKEGON	**1,808,394**	**24,430**	**22.9**	**28.7**	**17.6**	**12.9**	**.0570**
Muskegon	1,808,394	24,430	22.9	28.7	17.6	12.9	.0570
• Muskegon	405,390	18,656	27.3	26.6	12.2	7.9	.0149
SUBURBAN TOTAL	1,403,004	26,783	21.3	29.5	19.5	14.7	.0421
SAGINAW–BAY CITY–MIDLAND	**4,860,751**	**26,687**	**18.9**	**28.1**	**19.5**	**14.8**	**.1555**
Bay	1,313,132	25,762	19.6	28.7	19.1	12.4	.0429
• Bay City	431,483	20,869	21.8	27.0	15.5	9.1	.0154
Midland	1,198,870	35,291	15.2	22.3	21.8	28.7	.0302
• Midland	675,545	38,406	14.1	19.8	21.1	34.2	.0181
Saginaw	2,348,749	24,915	19.9	29.9	18.8	11.2	.0824
• Saginaw	672,809	18,428	22.6	27.0	12.8	7.1	.0224
SUBURBAN TOTAL	3,080,914	28,603	17.9	30.1	21.9	15.1	.0996
OTHER COUNTIES							
Alcona	108,807	17,687	32.2	25.7	10.8	7.2	.0031
Alger	88,468	23,317	23.8	30.0	16.5	9.6	.0026
Allegan	1,162,320	28,940	19.8	27.8	21.3	17.8	.0333
Alpena	341,242	23,044	23.1	29.4	15.9	10.7	.0114

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Antrim	153,157	16,933	31.5	27.7	9.6	4.1	.0052
Arenac	128,714	15,913	31.3	25.7	9.6	4.1	.0048
Baraga	75,478	17,397	28.0	26.6	12.0	5.6	.0023
Barry	549,360	25,180	22.7	31.9	18.2	10.7	.0154
Benzie	134,682	21,838	26.9	29.5	14.8	10.2	.0040
Branch	443,198	22,602	25.9	30.8	16.0	9.2	.0131
Cass	590,478	24,841	23.2	29.9	18.1	12.4	.0159
Charlevoix	205,676	17,664	29.2	26.4	12.2	5.3	.0070
Cheboygan	194,374	17,298	30.8	28.0	10.6	4.1	.0074
Chippewa	248,238	16,833	29.3	26.4	10.6	4.9	.0100
Clare	245,861	15,711	32.9	23.1	10.2	6.1	.0087
Crawford	121,016	20,827	30.7	23.4	15.5	12.8	.0039
Delta	414,302	23,487	22.8	27.7	17.5	11.3	.0138
Dickinson	242,506	17,431	26.7	28.8	10.7	4.3	.0093
Emmet	256,980	19,616	26.7	28.0	13.2	8.0	.0105
Gladwin	253,284	19,856	28.6	23.5	15.7	10.4	.0074
Gogebic	154,612	14,986	34.1	24.9	7.7	3.1	.0054
Grand Traverse	707,188	22,129	25.8	30.0	15.8	9.5	.0296
Gratiot	531,818	28,879	20.1	24.7	19.6	21.0	.0143
Hillsdale	418,101	20,487	27.2	30.2	13.4	7.5	.0135
Houghton	330,222	17,125	30.4	26.3	10.1	6.2	.0114
Huron	363,243	19,885	27.9	28.2	13.4	8.0	.0119
Ionia	628,267	28,063	20.0	27.5	20.5	17.0	.0179
Iosco	284,612	16,643	34.7	26.0	10.2	5.1	.0097
Iron	122,780	15,550	29.2	24.6	11.1	3.8	.0046
Isabella	644,652	25,350	23.7	27.6	15.8	17.9	.0198
Kalkaska	117,281	17,769	29.9	27.7	11.8	4.7	.0042
Keweenaw	14,671	15,200	32.9	22.3	8.9	4.3	.0004
Lake	64,528	11,619	31.1	18.0	5.7	1.9	.0024
Leelanau	183,996	22,121	26.5	31.5	13.4	10.2	.0052
Lenawee	1,040,301	25,633	22.2	31.0	20.1	11.4	.0323
Luce	58,454	19,667	29.4	28.2	14.2	6.6	.0021
Mackinac	86,331	16,650	32.3	28.5	9.2	3.0	.0034
Manistee	228,725	18,591	27.2	29.6	11.0	5.9	.0074
Marquette	748,877	23,053	24.9	30.2	17.3	8.4	.0250
Mason	278,030	20,294	26.7	30.3	13.4	6.9	.0090
Mecosta	315,442	16,764	31.2	25.2	10.9	5.4	.0115
Menominee	218,320	18,018	29.6	30.6	9.7	3.7	.0068
Missaukee	86,681	16,218	33.9	26.9	8.7	3.3	.0031
Montcalm	566,188	22,551	24.4	29.3	16.3	10.3	.0180
Montmorency	73,109	15,718	32.8	24.2	8.9	5.1	.0023
Newaygo	376,172	18,950	27.5	28.4	13.0	6.2	.0117
Oceana	272,113	23,660	23.5	28.4	16.7	12.7	.0079
Ogemaw	154,614	14,393	31.2	22.6	8.8	4.6	.0056
Ontonagon	72,494	15,590	29.2	28.2	8.3	2.4	.0026
Osceola	233,389	22,812	25.4	28.7	15.8	11.9	.0066
Oscoda	55,561	12,958	33.5	22.8	4.6	2.3	.0020
Otsego	199,389	24,309	25.9	31.3	16.5	13.0	.0069
Presque Isle	111,983	14,458	26.2	25.7	7.4	4.1	.0040
Roscommon	201,334	16,014	34.0	23.2	9.5	6.0	.0073
St. Joseph	788,281	26,832	22.8	29.1	18.5	17.0	.0219
Sanilac	401,252	19,247	29.3	28.5	12.8	6.7	.0131
Schoolcraft	86,046	22,068	26.8	25.8	17.4	11.1	.0029
Shiawassee	841,362	28,434	19.4	29.7	21.3	15.0	.0250
Tuscola	613,352	25,808	22.2	28.8	19.9	12.6	.0178
Van Buren	672,684	19,620	26.5	28.9	14.1	6.2	.0218
Wexford	262,042	17,843	31.4	27.2	10.4	6.5	.0104
TOTAL METRO COUNTIES	**100,190,706**	**28,678**	**18.4**	**26.4**	**19.7**	**19.3**	**3.0731**
TOTAL STATE	**119,757,344**	**27,093**	**19.8**	**26.9**	**18.8**	**17.3**	**3.7009**

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Minnesota

POPULATION—12/31/89

S&MM ESTIMATES

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
DULUTH	**245.0**	**.0980**	**33.4**	**11.5**	**16.6**	**18.3**	**29.1**	**94.3**	**1,553,325**	**309,572**	**134,614**	**228,772**	**53,669**	**320,121**	**46,803**
St. Louis	202.9	.0812	33.4	11.6	16.8	18.3	28.9	77.7	1,278,296	260,552	102,218	193,821	48,811	257,414	38,172
• Duluth	81.7	.0327	33.6	14.0	16.5	16.9	30.7	32.4	704,703	131,078	64,275	147,856	32,568	114,466	25,266
Douglas, Wisc.	*42.1*	*.0168*	*33.5*	*11.2*	*16.4*	*17.9*	*29.7*	*16.6*	*275,029*	*49,020*	*32,396*	*34,951*	*4,858*	*62,707*	*8,631*
• *Superior*	*27.1*	*.0108*	*33.5*	*12.9*	*16.5*	*16.4*	*31.1*	*11.3*	*241,388*	*42,932*	*26,678*	*34,304*	*4,062*	*57,673*	*8,462*
SUBURBAN TOTAL	136.2	.0545	33.3	9.8	16.7	19.4	27.7	50.6	607,234	135,562	43,661	46,612	17,039	147,982	13,075
FARGO–MOORHEAD	**152.1**	**.0609**	**29.7**	**17.1**	**19.1**	**18.0**	**21.9**	**57.4**	**1,274,516**	**217,079**	**130,129**	**192,776**	**51,181**	**280,951**	**28,085**
Clay	48.9	.0196	28.8	20.4	15.5	17.6	22.7	17.2	272,054	58,086	25,941	23,075	23,889	42,547	10,659
• Moorhead	29.0	.0116	26.4	28.0	15.0	15.6	21.5	10.1	213,273	50,674	18,865	18,625	21,555	35,986	9,976
Cass, N. D.	*103.2*	*.0413*	*30.0*	*15.6*	*20.9*	*18.1*	*21.4*	*40.2*	*1,002,462*	*158,993*	*104,188*	*169,701*	*27,292*	*238,404*	*17,426*
• *Fargo*	*71.8*	*.0287*	*29.8*	*18.6*	*21.1*	*17.0*	*22.0*	*29.0*	*945,519*	*144,078*	*96,199*	*169,614*	*26,633*	*236,408*	*16,155*
SUBURBAN TOTAL	51.3	.0206	30.9	9.1	18.8	20.6	21.7	18.3	115,724	22,327	15,065	4,537	2,993	8,557	1,954
MINNEAPOLIS–ST. PAUL	**2,402.8**	**.9618**	**31.6**	**11.0**	**19.8**	**21.4**	**21.9**	**918.7**	**19,998,198**	**3,378,896**	**2,043,817**	**2,839,909**	**978,286**	**4,401,706**	**415,719**
Anoka	241.0	.0965	28.9	10.1	20.2	24.4	13.3	80.5	1,624,794	313,059	144,135	261,962	85,160	343,028	29,417
Carver	46.5	.0187	30.6	10.7	18.1	21.6	20.4	16.1	180,824	44,271	31,202	2,456	4,367	30,220	4,273
Chisago	30.5	.0122	32.4	8.2	16.1	21.3	24.4	10.1	146,690	42,694	12,992	792	1,564	34,084	2,676
Dakota	257.6	.1031	29.9	9.6	20.0	24.0	15.9	91.2	2,063,210	402,103	176,522	339,720	115,744	405,982	37,837
Hennepin	1,001.2	.4007	32.9	11.5	20.6	20.7	24.9	416.0	9,784,828	1,425,258	1,065,069	1,502,734	540,191	2,062,447	204,796
• Bloomington	88.8	.0355	33.5	11.8	17.5	26.2	21.2	33.5	959,001	78,340	136,648	125,474	30,722	352,475	20,384
Brooklyn Park	56.2	.0225	27.6	13.1	25.6	21.7	9.4	21.1	410,365	103,003	26,194	61,197	8,346	78,408	10,151
Edina	47.9	.0192	41.1	7.2	12.2	25.0	35.4	20.0	851,966	73,038	42,057	246,404	124,823	33,885	8,145
• Minneapolis	355.0	.1421	33.2	14.0	22.9	14.9	31.0	166.8	2,614,056	463,611	421,216	316,144	156,312	318,685	71,545
St. Louis Park	43.5	.0174	35.5	10.7	20.5	19.3	31.3	19.1	467,524	64,649	48,183	78,607	22,238	104,675	13,694
Isanti	27.4	.0110	31.4	8.4	17.1	22.0	21.8	9.4	123,170	32,772	9,213	10,302	3,056	27,742	1,694
Ramsey	479.7	.1920	32.2	12.6	18.9	19.0	25.7	190.3	4,360,481	757,564	431,596	638,950	188,761	1,087,111	93,794
• St. Paul	269.7	.1079	32.8	13.0	19.3	16.0	29.8	113.7	1,973,696	364,824	244,531	318,898	69,022	350,854	49,621
Scott	55.4	.0221	29.8	9.4	18.4	22.8	17.7	17.9	274,454	49,453	31,669	15,277	5,942	70,102	6,209
Washington	141.8	.0568	30.3	8.7	19.5	25.1	15.6	47.1	764,973	179,734	86,113	29,621	19,332	140,651	21,689
Wright	71.7	.0287	30.2	8.9	17.3	20.5	21.2	22.6	384,898	72,188	29,150	11,016	8,144	117,020	9,721
St. Croix, Wisc.	*50.0*	*.0200*	*31.1*	*9.8*	*17.6*	*21.0*	*22.2*	*17.5*	*289,876*	*59,800*	*26,156*	*27,079*	*6,025*	*83,319*	*3,613*
SUBURBAN TOTAL	1,689.3	.6763	31.0	9.9	19.3	23.5	18.8	604.7	14,451,445	2,472,121	1,241,422	2,079,393	722,230	3,379,692	274,169
ROCHESTER	**101.9**	**.0408**	**31.4**	**11.2**	**18.8**	**22.4**	**20.9**	**38.6**	**980,754**	**168,586**	**81,207**	**171,244**	**42,651**	**245,750**	**18,796**
Olmsted	101.9	.0408	31.4	11.2	18.8	22.4	20.9	38.6	980,754	168,586	81,207	171,244	42,651	245,750	18,796
• Rochester	61.9	.0248	31.7	12.7	20.2	20.7	22.5	25.1	935,720	161,505	77,424	171,143	42,036	240,020	17,520
SUBURBAN TOTAL	40.0	.0160	31.0	8.9	17.1	25.0	18.2	13.5	45,034	7,081	3,783	101	615	5,730	1,276
ST. CLOUD	**185.7**	**.0743**	**28.4**	**15.1**	**16.7**	**18.0**	**21.0**	**59.5**	**2,330,630**	**229,269**	**102,894**	**623,288**	**55,538**	**270,333**	**64,274**
Benton	29.2	.0117	29.7	11.3	18.6	17.5	22.6	10.2	96,080	23,506	9,748	11,974	1,135	6,740	2,359
Sherburne	38.2	.0153	29.0	10.6	19.1	20.7	17.9	12.0	199,444	48,893	11,006	11,181	3,281	66,145	9,478
Stearns	118.3	.0473	27.8	17.5	15.5	17.2	21.6	37.3	2,035,106	156,870	82,140	600,133	51,122	197,448	52,437
• St. Cloud	44.9	.0180	27.5	25.6	16.6	14.4	23.1	15.5	1,718,001	50,884	58,128	602,205	47,616	144,555	12,713
SUBURBAN TOTAL	140.8	.0563	28.7	11.7	16.6	19.1	20.4	44.0	612,629	178,385	44,766	21,083	7,922	125,778	51,561
OTHER COUNTIES															
Aitkin	14.2	.0056	39.3	6.8	12.9	18.1	37.6	5.4	53,514	9,759	6,303	1,336	391	14,391	2,169
Becker	31.5	.0126	33.6	8.7	14.7	18.9	29.2	11.4	165,164	34,229	12,586	12,885	6,839	40,449	4,359
Beltrami	34.9	.0140	29.6	15.9	15.9	18.1	23.4	12.0	252,492	49,643	23,134	22,081	8,385	55,238	5,329
Big Stone	7.3	.0029	39.7	7.4	12.6	17.9	37.8	2.8	32,957	6,625	3,086	2,153	2,598	3,000	1,726
Blue Earth	52.1	.0208	29.7	19.2	17.0	16.4	24.6	18.8	487,032	121,190	41,792	55,132	15,574	83,852	14,168
Brown	27.6	.0111	34.3	10.4	14.4	18.0	31.0	10.2	149,513	45,186	13,622	11,889	4,888	23,826	3,661
Carlton	30.6	.0122	33.9	8.3	15.7	20.4	27.8	10.8	160,961	37,056	16,620	7,520	2,145	30,633	5,597
Cass	22.1	.0088	38.7	6.3	12.7	19.1	36.2	8.2	105,167	21,878	10,373	649	1,666	27,610	1,843
Chippewa	13.8	.0055	36.7	8.0	14.4	17.9	34.4	5.4	83,947	13,676	5,985	6,433	2,557	22,513	2,600
Clearwater	8.8	.0035	36.0	7.7	12.3	19.4	32.0	3.1	27,003	9,841	1,522	282	212	2,777	2,767
Cook	4.1	.0017	36.5	7.6	17.3	21.9	30.5	1.8	29,251	6,185	4,914	598	174	809	1,436
Cottonwood	13.6	.0054	37.2	7.4	13.9	18.0	34.8	5.2	54,569	9,969	4,182	4,070	1,423	13,613	2,300
Crow Wing	47.9	.0192	35.7	8.2	14.7	19.3	31.7	18.3	410,106	71,404	37,971	89,755	8,415	87,995	8,662
Dodge	15.9	.0064	32.4	8.5	16.3	19.8	26.0	5.4	43,360	11,552	3,778	1,347	487	5,956	812
Douglas	30.5	.0122	34.9	10.4	14.2	18.4	31.4	11.6	219,082	46,422	20,012	22,614	10,412	40,990	8,493
Faribault	17.7	.0070	38.0	8.1	13.4	18.4	35.5	7.1	63,204	13,423	4,080	3,087	1,520	15,850	2,947
Fillmore	20.8	.0084	37.6	7.4	13.4	18.2	35.1	7.7	86,963	19,791	4,890	1,040	2,785	24,766	2,510
Freeborn	34.4	.0137	35.9	8.6	14.7	19.8	31.5	13.4	241,958	46,124	17,750	26,029	8,577	68,141	6,264
Goodhue	40.8	.0164	34.8	8.3	15.4	19.6	30.2	15.0	239,506	61,775	20,677	13,095	5,388	45,859	11,669
Grant	6.8	.0027	40.2	6.8	12.6	17.9	38.8	2.5	28,023	5,075	1,472	57	182	10,651	1,597
Houston	19.4	.0078	34.1	8.6	15.5	18.7	29.9	6.5	49,606	12,530	3,696	282	1,005	8,157	1,094
Hubbard	16.1	.0064	36.5	7.0	13.8	20.0	32.3	5.9	87,562	23,151	5,685	1,146	1,975	21,321	5,343
Itasca	44.0	.0176	33.2	8.5	16.2	19.6	27.4	16.3	235,367	47,576	17,231	24,174	3,006	54,351	6,518
Jackson	12.3	.0049	35.9	9.9	13.9	17.8	33.3	4.6	70,130	4,680	3,781	1,585	3,593	28,265	9,994
Kanabec	13.1	.0053	34.4	8.1	13.9	20.5	28.6	4.8	66,093	13,586	6,235	554	1,132	15,773	5,081
Kandiyohi	39.6	.0158	33.0	11.4	16.1	18.2	28.6	14.6	243,029	44,363	22,086	36,735	11,332	55,895	7,726
Kittson	6.2	.0025	38.3	7.3	14.3	18.0	36.2	2.4	29,444	7,562	1,408	229	482	4,121	3,232
Koochiching	15.5	.0062	33.2	8.8	16.1	20.2	26.8	5.7	80,918	17,460	6,589	8,668	1,947	12,343	3,667
Lac qui Parle	9.6	.0039	39.0	7.8	13.0	17.3	37.5	3.7	28,144	5,895	1,971	775	1,195	5,530	1,109
Lake	11.4	.0045	34.4	8.8	16.0	22.5	26.5	4.1	63,112	11,999	4,404	520	569	22,408	4,444
Lake of the Woods	4.1	.0017	38.0	7.4	12.8	21.1	33.4	1.5	20,226	5,176	1,475	519	87	419	1,369
Le Sueur	23.8	.0095	33.8	8.5	14.8	19.4	28.8	8.7	69,580	12,699	7,809	1,682	2,780	15,047	3,366

MINN. (cont.)

POPULATION—12/31/89

S&MM ESTIMATES

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
Lincoln	7.4	.0029	38.4	7.0	11.9	18.3	36.2	2.7	24,508	5,496	2,218	311	334	4,473	1,262
Lyon	25.4	.0102	31.8	13.7	14.9	17.5	27.7	9.1	167,782	39,604	15,019	14,731	4,690	36,651	3,505
McLeod	32.3	.0129	33.6	8.8	16.0	19.5	28.3	11.8	238,813	81,089	18,333	17,888	4,949	51,432	4,802
Mahnomen	5.3	.0022	33.8	7.5	12.0	18.2	30.3	1.7	19,107	5,019	1,405	770	214	4,339	2,174
Marshall	12.2	.0048	34.7	7.4	14.2	18.5	31.1	4.5	46,475	9,709	3,934	295	397	19,592	980
Martin	23.5	.0095	36.1	8.8	15.0	18.3	33.0	9.3	115,627	28,213	9,008	16,339	3,899	22,880	3,992
Meeker	21.8	.0087	35.0	7.9	14.5	18.1	32.0	8.0	85,518	15,681	6,782	4,364	2,401	22,708	2,429
Mille Lacs	19.2	.0077	35.1	8.1	13.9	19.0	31.3	7.1	76,204	26,793	6,560	2,355	2,677	4,581	2,987
Morrison	31.3	.0125	32.6	8.3	13.7	18.0	28.7	10.6	124,238	29,451	11,771	5,504	2,988	24,299	5,331
Mower	37.8	.0151	37.3	8.6	13.7	18.2	34.6	14.8	197,204	47,566	16,670	21,095	9,935	39,112	5,928
Murray	10.4	.0042	35.7	7.6	13.8	17.4	33.4	3.9	31,549	5,856	3,392	1,099	903	5,138	5,505
Nicollet	29.3	.0117	30.1	16.1	17.0	18.7	22.9	9.8	101,279	16,437	14,233	157	2,116	33,261	948
Nobles	20.1	.0081	35.4	9.4	13.9	18.8	31.7	7.6	117,052	23,073	10,714	15,185	5,368	20,235	5,364
Norman	8.4	.0033	39.6	6.6	12.3	17.7	38.0	3.1	30,769	7,199	1,423	199	490	11,326	1,333
Otter Tail	53.8	.0215	37.6	8.2	13.6	18.9	34.6	20.0	270,314	60,155	19,688	30,546	7,266	66,209	7,384
Pennington	14.5	.0058	32.6	11.0	16.0	18.5	27.7	5.6	80,532	20,014	10,041	13,586	2,689	12,088	2,969
Pine	21.8	.0088	35.0	8.2	14.4	19.5	30.5	7.6	111,412	19,331	20,119	2,879	2,822	33,491	1,904
Pipestone	10.7	.0043	37.3	9.1	12.7	17.3	35.4	4.3	48,533	10,767	4,750	4,216	2,075	12,350	1,936
Polk	33.6	.0134	34.1	10.4	14.3	17.9	30.9	12.5	144,999	49,850	12,520	5,060	4,677	27,456	6,404
Pope	11.7	.0047	38.4	7.5	13.1	17.6	36.6	4.7	44,967	11,291	4,892	1,807	724	11,347	1,589
Red Lake	5.1	.0020	33.8	8.8	12.9	18.4	30.0	1.8	13,381	1,781	1,255	299	327	6,337	562
Redwood	17.7	.0071	36.6	7.9	13.5	18.0	34.1	6.5	73,391	17,352	6,106	5,045	1,815	21,597	2,332
Renville	18.9	.0076	36.7	8.3	13.4	17.5	34.6	7.1	63,705	15,564	4,366	1,165	703	16,748	2,102
Rice	49.6	.0198	30.5	15.7	15.2	19.3	23.8	16.6	274,518	50,724	34,071	13,217	8,912	77,374	8,079
Rock	10.3	.0042	35.4	8.3	14.0	17.7	32.7	3.8	34,819	8,228	4,427	3,003	843	6,985	1,716
Roseau	14.5	.0058	34.0	8.6	14.4	18.6	30.0	5.1	69,502	17,725	4,497	2,898	1,215	21,398	2,881
Sibley	14.8	.0060	36.3	8.2	13.2	19.4	32.4	5.4	37,067	10,565	3,102	984	926	9,625	2,151
Steele	31.1	.0125	32.5	10.3	16.7	19.1	26.7	11.3	202,782	40,998	13,804	19,793	7,199	50,823	5,379
Stevens	10.6	.0042	30.9	17.9	13.5	16.2	28.3	3.6	60,379	13,732	5,144	221	1,907	16,707	7,394
Swift	11.9	.0048	36.4	8.1	13.2	17.0	34.7	4.5	38,991	10,991	2,654	2,966	915	6,901	2,666
Todd	26.4	.0105	34.4	8.0	13.6	18.4	30.7	9.5	72,286	17,606	6,517	1,614	1,676	19,077	2,839
Traverse	4.9	.0020	41.0	6.9	11.1	18.7	38.6	1.6	17,593	4,179	849	186	587	3,826	1,998
Wabasha	20.3	.0081	34.1	8.3	15.5	18.2	30.4	7.6	87,169	19,378	5,835	1,338	1,424	20,685	3,292
Wadena	13.8	.0055	35.3	8.3	12.7	18.9	31.7	5.0	82,692	18,875	4,927	8,422	1,854	11,366	3,119
Waseca	18.7	.0075	32.3	10.8	16.2	17.3	28.4	6.8	78,861	15,812	6,276	495	1,791	18,663	7,780
Watonwan	11.6	.0046	37.5	8.4	13.8	18.9	34.4	4.7	42,247	10,050	3,528	2,374	1,341	13,320	1,737
Wilkin	8.0	.0032	35.0	9.3	13.7	18.4	31.6	2.8	31,065	4,656	4,901	123	483	8,084	1,809
Winona	46.5	.0186	31.1	16.8	15.3	17.3	26.8	16.3	253,031	57,966	25,953	30,732	6,157	53,442	4,888
Yellow Medicine	12.2	.0049	37.3	9.9	12.5	18.0	35.0	4.5	50,601	11,428	2,653	1,748	2,257	12,897	2,721
TOTAL METRO COUNTIES	**2,892.2**	**1.1577**	**31.5**	**11.5**	**19.3**	**20.9**	**22.4**	**1,094.2**	**24,570,056**	**4,035,589**	**2,329,921**	**3,824,258**	**1,143,150**	**5,134,431**	**544,007**
TOTAL STATE	**4,360.1**	**1.7451**	**32.3**	**11.0**	**17.7**	**20.2**	**25.0**	**1,632.3**	**32,208,001**	**5,743,273**	**3,001,377**	**4,438,188**	**1,360,817**	**6,855,803**	**822,030**

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
DULUTH	**2,947,584**	**25,088**	**21.3**	**27.8**	**19.3**	**11.9**	**.0914**
St. Louis	2,473,902	25,815	20.6	27.7	19.9	12.4	.0761
• Duluth	1,000,933	22,703	23.8	26.6	16.6	11.9	.0340
Douglas, Wisc.	*473,682*	*22,249*	*24.3*	*28.6*	*16.3*	*9.7*	*.0153*
• *Superior*	*321,214*	*21,387*	*24.9*	*26.7*	*15.7*	*10.3*	*.0113*
SUBURBAN TOTAL	1,625,437	27,715	18.9	28.8	21.8	12.3	.0461
FARGO–MOORHEAD	**1,753,653**	**23,098**	**24.1**	**30.1**	**16.4**	**10.3**	**.0613**
Clay	516,068	22,578	24.3	30.4	15.5	10.1	.0166
• Moorhead	311,413	22,329	24.7	29.5	15.4	10.5	.0108
Cass, N. D.	*1,237,585*	*23,326*	*24.0*	*29.9*	*16.8*	*10.4*	*.0447*
• *Fargo*	*888,067*	*22,636*	*24.5*	*28.8*	*16.4*	*10.2*	*.0357*
SUBURBAN TOTAL	554,173	24,163	23.0	32.5	17.1	10.2	.0148
MINNEAPOLIS–ST. PAUL	**37,405,475**	**32,462**	**17.1**	**25.5**	**21.3**	**24.3**	**1.1099**

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
Anoka	3,175,495	34,210	13.1	31.2	28.8	19.2	.0958
Carver	673,325	33,158	15.5	26.5	21.2	25.7	.0173
Chisago	316,987	26,309	20.4	31.2	20.5	10.5	.0098
Dakota	4,161,661	38,264	13.4	23.4	24.6	31.4	.1199
Hennepin	17,077,106	31,653	18.0	24.4	19.5	25.1	.5105
• Bloomington	1,649,942	40,970	10.9	23.6	23.3	37.0	.0489
Brooklyn Park	851,132	35,384	13.5	27.6	28.1	22.7	.0246
Edina	1,199,360	46,138	12.4	19.5	16.4	45.7	.0369
• Minneapolis	5,380,134	22,989	23.7	25.8	15.2	15.0	.1558
St. Louis Park	818,836	33,568	17.5	26.1	21.0	26.5	.0241
Isanti	283,844	24,685	22.3	32.6	18.1	9.9	.0086
Ramsey	7,201,115	29,332	19.5	26.4	19.4	20.9	.2239
• St. Paul	3,818,956	24,899	22.7	26.9	16.9	15.8	.1141

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Scott	667,840	31,104	17.7	29.8	23.8	17.6	.0194
Washington	2,450,288	44,303	9.9	18.1	24.6	41.2	.0620
Wright	760,295	27,501	19.6	31.8	20.4	13.9	.0239
St. Croix, Wisc.	*637,519*	*29,888*	*18.2*	*28.1*	*21.8*	*18.1*	*.0188*
SUBURBAN TOTAL	26,556,443	35,723	14.5	25.4	23.5	27.8	.7911
ROCHESTER	**1,532,601**	**32,037**	**17.9**	**26.2**	**21.9**	**22.8**	**.0485**
Olmsted	1,532,601	32,037	17.9	26.2	21.9	22.8	.0485
• Rochester	985,125	31,447	18.8	25.5	21.7	22.3	.0362
SUBURBAN TOTAL	547,476	32,822	16.4	27.7	22.2	23.6	.0123
ST. CLOUD	**1,883,008**	**24,316**	**23.1**	**31.1**	**17.0**	**11.5**	**.0841**
Benton	310,002	24,123	22.5	30.8	17.4	11.0	.0087
Sherburne	422,579	29,201	17.6	31.9	22.8	14.8	.0129
Stearns	1,150,427	22,784	25.0	31.0	15.0	10.6	.0625
• St. Cloud	477,323	22,032	25.2	29.0	15.5	9.9	.0408
SUBURBAN TOTAL	1,405,685	25,167	22.4	31.8	17.5	12.1	.0433
OTHER COUNTIES							
Aitkin	97,391	13,408	32.7	23.1	6.0	1.7	.0035
Becker	256,037	16,314	31.9	25.7	8.5	5.4	.0093
Beltrami	326,212	18,920	27.0	25.9	12.4	9.1	.0122
Big Stone	71,574	19,000	27.9	29.0	10.4	8.2	.0022
Blue Earth	561,338	21,832	26.7	29.7	14.8	9.6	.0212
Brown	285,309	21,500	25.2	31.4	13.7	8.5	.0092
Carlton	337,416	25,664	21.0	29.8	18.8	12.6	.0103
Cass	176,382	15,522	32.3	24.6	8.5	4.2	.0061
Chippewa	147,910	20,371	26.8	28.6	13.1	9.1	.0049
Clearwater	55,971	12,640	29.6	22.2	6.2	2.2	.0019
Cook	43,249	18,060	27.8	26.3	13.2	5.4	.0015
Cottonwood	124,014	17,444	30.4	26.6	9.4	6.9	.0040
Crow Wing	456,272	18,449	27.6	27.8	11.8	6.8	.0179
Dodge	159,964	24,106	22.1	32.4	17.0	10.1	.0044
Douglas	282,671	18,087	28.5	28.3	10.8	6.0	.0106
Faribault	168,950	17,787	30.5	27.8	10.4	5.5	.0051
Fillmore	172,347	16,612	29.6	27.0	8.9	4.9	.0058
Freeborn	352,785	20,891	25.5	31.3	14.2	6.5	.0123
Goodhue	490,835	25,902	21.5	28.7	18.9	13.9	.0149
Grant	71,763	20,522	27.7	27.9	12.3	10.8	.0020
Houston	178,083	21,384	25.7	30.6	14.4	8.3	.0051
Hubbard	141,154	17,261	30.9	26.3	10.1	6.2	.0049
Itasca	419,572	21,136	24.4	32.6	13.9	6.0	.0140
Jackson	120,457	19,980	27.0	29.5	12.3	8.2	.0041
Kanabec	123,458	19,421	27.9	28.5	12.9	7.1	.0041
Kandiyohi	407,974	20,565	27.8	29.5	12.9	8.9	.0135
Kittson	59,679	18,547	28.0	27.7	11.9	6.8	.0020
Koochiching	158,252	22,932	22.2	30.5	16.8	8.4	.0051
Lac qui Parle	78,886	15,670	30.9	25.3	8.4	4.3	.0025

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Lake	112,420	22,500	24.6	38.9	11.2	7.4	.0038
Lake of the Woods	28,146	14,327	34.8	26.0	4.7	2.0	.0010
Le Sueur	217,177	19,543	26.5	31.0	11.9	6.1	.0064
Lincoln	56,192	14,489	32.1	20.9	8.4	4.6	.0018
Lyon	258,379	21,275	25.6	29.4	14.2	9.2	.0090
McLeod	334,652	23,011	23.8	32.6	16.3	8.1	.0118
Mahnomen	36,004	15,298	32.7	23.5	8.8	4.5	.0013
Marshall	101,267	16,970	30.3	26.6	9.2	5.5	.0033
Martin	290,287	23,424	24.8	30.6	15.0	12.7	.0084
Meeker	220,656	20,446	25.8	27.5	14.4	9.1	.0065
Mille Lacs	180,536	18,951	27.7	28.1	12.2	7.0	.0057
Morrison	254,091	17,680	27.6	27.3	10.5	6.2	.0085
Mower	418,878	21,752	24.3	27.6	16.2	9.7	.0128
Murray	89,413	17,377	31.2	27.7	8.7	5.6	.0028
Nicollet	358,333	27,938	20.4	28.0	20.1	17.1	.0095
Nobles	177,998	17,381	30.4	26.9	10.5	5.6	.0064
Norman	84,229	19,803	26.2	27.8	12.2	9.6	.0025
Otter Tail	480,795	17,400	28.8	27.4	10.1	5.8	.0163
Pennington	111,606	14,952	33.4	24.2	7.8	2.9	.0043
Pine	162,022	15,856	29.3	27.0	8.7	3.6	.0061
Pipestone	90,998	15,041	30.0	24.2	6.7	5.5	.0032
Polk	300,925	17,903	27.1	28.0	11.0	6.0	.0097
Pope	96,915	14,794	30.8	24.8	7.0	4.5	.0032
Red Lake	32,952	13,383	30.0	22.4	7.5	1.9	.0011
Redwood	161,270	18,032	29.1	27.4	10.7	6.5	.0052
Renville	185,807	20,360	26.7	31.9	12.5	6.5	.0055
Rice	522,037	23,763	23.9	30.7	17.3	10.3	.0167
Rock	86,709	17,115	31.1	28.7	8.5	5.0	.0028
Roseau	125,715	19,324	26.4	29.7	12.1	6.3	.0042
Sibley	152,927	21,744	25.7	30.5	13.9	9.5	.0041
Steele	328,222	23,172	24.1	34.0	15.6	8.4	.0110
Stevens	89,307	17,571	29.1	27.7	9.2	6.7	.0033
Swift	108,473	17,720	28.3	27.2	9.4	7.2	.0033
Todd	198,050	15,153	30.3	24.4	7.9	4.4	.0063
Traverse	45,271	20,135	28.2	27.1	12.6	10.6	.0014
Wabasha	223,553	22,642	23.5	29.3	15.4	11.0	.0065
Wadena	115,752	16,373	29.1	23.2	11.8	5.6	.0044
Waseca	217,685	24,951	22.0	29.3	17.6	13.7	.0062
Watonwan	112,773	18,837	28.4	31.1	9.6	6.0	.0033
Wilkin	87,592	24,371	25.0	30.2	16.2	12.5	.0025
Winona	509,610	23,066	24.4	29.3	15.4	11.9	.0160
Yellow Medicine	127,779	21,214	25.3	28.5	13.7	10.6	.0039
TOTAL METRO COUNTIES	**43,173,535**	**31,309**	**17.8**	**26.0**	**20.8**	**22.6**	**1.3164**
TOTAL STATE	**57,392,843**	**26,848**	**20.8**	**26.9**	**18.2**	**17.7**	**1.7830**

Mississippi

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
BILOXI-GULFPORT	**203.3**	**.0814**	**30.5**	**12.8**	**16.6**	**20.0**	**22.6**	**74.2**
Hancock	33.3	.0134	33.6	8.4	14.3	20.2	27.8	12.2
Harrison	170.0	.0680	30.0	13.7	17.0	19.9	21.6	62.0
• Biloxi	47.0	.0188	27.9	20.0	17.6	16.7	20.7	16.9
• Gulfport	42.2	.0169	33.7	11.1	16.4	19.4	28.6	17.3
SUBURBAN TOTAL	114.1	.0457	30.5	10.5	16.3	21.5	21.2	40.0
JACKSON	**402.6**	**.1612**	**30.4**	**11.6**	**18.2**	**19.8**	**21.9**	**143.2**
Hinds	257.1	.1029	30.4	12.7	18.4	18.9	22.6	94.2
• Jackson	204.2	.0817	30.5	12.6	18.9	18.5	22.9	76.4
Madison	57.5	.0230	29.1	10.9	17.3	17.3	22.5	18.9
Rankin	88.0	.0353	31.4	8.8	18.6	23.8	19.4	30.1
SUBURBAN TOTAL	198.4	.0795	30.4	10.5	17.6	21.1	20.8	66.8

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
BILOXI-GULFPORT	**1,167,244**	**256,084**	**128,877**	**186,988**	**43,009**	**273,461**	**46,611**
Hancock	117,759	39,476	7,537	12,702	2,154	24,513	6,523
Harrison	1,049,485	216,608	121,340	174,286	40,855	248,948	40,088
• Biloxi	372,542	67,675	59,990	98,056	10,646	62,199	9,945
• Gulfport	444,859	72,292	40,324	65,305	26,479	137,558	16,690
SUBURBAN TOTAL	349,843	116,117	28,563	23,627	5,884	73,704	19,976
JACKSON	**2,878,673**	**476,774**	**239,108**	**481,353**	**115,511**	**788,680**	**98,209**
Hinds	2,121,748	307,919	170,988	326,581	87,265	669,482	73,609
• Jackson	1,981,220	282,528	160,088	318,227	84,010	631,847	60,996
Madison	363,400	61,889	29,474	112,107	12,319	48,777	8,639
Rankin	393,525	106,966	38,646	42,665	15,927	70,421	15,961
SUBURBAN TOTAL	897,453	194,246	79,020	163,126	31,501	156,833	37,213

MISS. (cont.)

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
PASCAGOULA	**129.8**	**.0520**	**29.7**	**10.3**	**17.6**	**22.7**	**17.9**	**45.2**
Jackson	129.8	.0520	29.7	10.3	17.6	22.7	17.9	45.2
• Pascagoula	31.2	.0125	30.1	12.7	18.1	21.3	19.9	11.6
SUBURBAN TOTAL	98.6	.0395	29.5	9.6	17.5	23.2	17.2	33.6
OTHER COUNTIES								
Adams	37.6	.0151	32.3	9.9	15.3	19.4	26.5	13.7
Alcorn	33.5	.0134	34.2	8.5	15.9	21.8	26.9	13.2
Amite	13.4	.0053	33.6	8.7	12.8	17.6	30.6	4.7
Attala	19.4	.0078	36.0	8.0	12.7	18.4	32.9	7.1
Benton	8.3	.0033	32.5	9.7	12.7	17.8	29.0	2.7
Bolivar	44.0	.0176	27.2	12.3	13.9	14.8	24.3	14.3
Calhoun	15.3	.0062	34.5	9.1	14.2	18.8	30.5	5.7
Carroll	9.8	.0039	34.1	8.8	13.0	18.9	29.9	3.4
Chickasaw	18.4	.0073	32.4	9.1	15.0	19.0	27.0	6.4
Choctaw	9.3	.0038	33.7	8.6	13.8	18.9	29.3	3.2
Claiborne	12.2	.0049	26.0	21.3	13.0	14.5	23.8	3.6
Clarke	17.3	.0069	33.7	8.7	14.5	18.8	29.3	6.4
Clay	21.8	.0087	30.4	11.0	15.6	17.7	25.2	7.5
Coahoma	35.1	.0141	29.7	9.6	13.3	16.2	26.7	12.2
Copiah	28.0	.0112	31.9	11.4	13.6	17.4	28.4	9.7
Covington	17.1	.0068	32.9	9.1	13.4	19.6	27.6	6.1
☐ De Soto	70.2	.0281	30.6	8.4	17.0	24.9	17.6	23.5
Forrest	68.1	.0273	30.2	15.7	16.3	17.6	24.6	26.0
Hattiesburg	40.0	.0160	29.0	20.2	16.4	15.0	25.2	15.6
Franklin	8.6	.0034	34.9	8.8	13.4	18.4	31.5	3.2
George	16.9	.0068	31.0	8.7	15.2	20.8	23.2	5.7
Greene	10.6	.0042	32.9	8.7	13.9	19.1	28.0	3.3
Grenada	19.8	.0079	32.5	9.4	14.9	18.8	27.4	7.1
Holmes	22.5	.0090	29.6	11.3	11.5	14.5	29.3	7.5
Humphreys	13.6	.0055	28.8	9.8	11.9	15.9	26.7	4.5
Issaquena	2.5	.0010	28.7	10.8	13.7	18.7	22.6	.8
Itawamba	21.2	.0084	35.1	9.3	14.8	21.4	28.7	7.9
Jasper	16.9	.0068	32.5	9.1	14.2	18.2	28.2	6.0
Jefferson	9.0	.0036	29.4	10.6	13.5	16.1	26.4	3.0
Jefferson Davis	14.2	.0056	31.3	8.7	14.2	17.3	27.5	4.7
Jones	62.6	.0251	33.6	10.1	15.6	20.0	27.9	23.4
Kemper	10.2	.0041	32.5	9.1	13.7	16.5	30.1	3.5
Lafayette	30.6	.0122	29.1	20.7	16.2	18.3	22.2	11.5
Lamar	28.1	.0113	30.2	10.6	17.4	21.1	20.6	9.9
Lauderdale	76.8	.0307	32.4	11.1	16.2	18.9	26.8	28.9
Meridian	42.2	.0169	34.3	9.3	15.5	18.0	31.0	17.0
Lawrence	13.1	.0053	32.3	9.5	14.0	19.8	26.3	4.7
Leake	18.9	.0075	35.2	8.5	13.6	18.6	31.6	6.8
Lee	65.5	.0262	32.6	9.3	16.9	21.7	24.2	25.0
Leflore	40.7	.0163	29.4	12.0	13.8	16.2	26.1	13.9
Lincoln	31.9	.0128	32.8	8.9	15.2	18.7	27.9	11.5
Lowndes	60.5	.0242	29.5	12.6	17.2	19.6	21.0	21.7
Marion	26.3	.0106	32.6	9.3	14.4	18.5	28.0	9.2
Marshall	34.2	.0137	29.5	11.5	13.9	18.7	23.6	10.8

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
PASCAGOULA	**544,381**	**129,968**	**47,814**	**78,826**	**16,451**	**106,948**	**25,501**
Jackson	544,381	129,968	47,814	78,826	16,451	106,948	25,501
• Pascagoula	250,410	57,608	21,732	16,287	8,607	85,117	11,103
SUBURBAN TOTAL	293,971	72,360	26,082	62,539	7,844	21,831	14,398
OTHER COUNTIES							
Adams	240,727	52,262	13,263	40,463	7,232	59,614	12,010
Alcorn	208,205	43,146	20,488	26,169	7,986	37,509	8,847
Amite	30,500	10,866	660	2,320	892	4,772	1,826
Attala	83,385	20,872	4,770	9,928	2,593	10,983	5,749
Benton	9,592	4,612	386	176	286	725	23
Bolivar	165,555	46,352	9,966	13,105	7,646	34,684	8,059
Calhoun	61,098	15,246	3,129	4,579	1,853	13,185	2,592
Carroll	11,685	2,447	802	23	88	2,455	779
Chickasaw	89,161	24,701	2,466	15,321	6,341	20,082	3,338
Choctaw	23,817	5,923	894	1,459	361	5,268	1,288
Claiborne	21,240	6,441	3,908	1,026	708	1,012	1,204
Clarke	33,994	13,110	1,774	1,930	2,106	3,471	1,420
Clay	85,414	18,086	5,782	12,673	2,962	24,041	3,503
Coahoma	151,116	37,383	10,106	19,349	6,295	26,557	7,034
Copiah	110,841	28,126	5,186	13,318	2,305	30,846	6,402
Covington	52,006	13,048	2,082	2,870	1,180	21,830	2,707
☐ De Soto	275,154	110,405	20,599	39,894	5,339	41,368	13,391
Forrest	571,645	109,657	52,581	101,193	24,813	127,112	20,391
Hattiesburg	509,387	92,318	46,426	91,346	23,175	113,516	16,322
Franklin	20,258	4,875	386	1,885	673	5,848	1,694
George	44,959	15,556	3,281	3,687	1,313	7,360	2,611
Greene	25,656	8,458	947	1,687	322	8,506	1,607
Grenada	158,788	38,084	10,330	14,134	3,164	58,166	4,463
Holmes	47,691	16,785	1,463	2,990	1,112	5,246	4,701
Humphreys	37,810	13,142	1,235	2,575	1,445	1,520	1,476
Issaquena	1,008	768	27	5	20	60	2
Itawamba	44,173	11,086	3,163	10,388	894	9,290	2,462
Jasper	44,555	13,381	1,490	2,152	802	9,182	2,824
Jefferson	9,970	3,887	217	940	107	981	798
Jefferson Davis	52,484	15,599	1,780	7,266	457	12,463	3,514
Jones	313,156	68,770	22,517	55,357	12,805	73,781	14,236
Kemper	21,973	6,428	771	570	713	1,814	471
Lafayette	154,143	32,906	17,594	18,192	5,675	23,046	6,370
Lamar	66,600	23,576	2,407	2,663	440	18,478	5,093
Lauderdale	547,843	98,455	42,450	81,849	22,372	149,807	24,343
Meridian	490,170	87,450	38,109	76,452	20,802	141,130	22,995
Lawrence	32,286	9,810	1,807	877	1,464	8,276	3,034
Leake	81,575	17,662	4,680	13,970	2,020	20,881	4,401
Lee	558,030	101,456	37,363	85,700	20,658	158,944	18,423
Leflore	214,428	47,872	26,691	20,079	13,935	44,269	8,934
Lincoln	169,684	30,641	11,417	29,563	5,318	41,217	10,008
Lowndes	391,021	69,057	31,718	62,104	17,234	112,402	13,100
Marion	108,148	30,528	5,023	14,070	3,908	20,057	6,355
Marshall	69,282	22,773	2,886	12,259	1,481	9,967	2,708

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KNIGHT RIDDER

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
Monroe	36.2	.0144	32.9	8.8	15.0	19.8	27.1	13.0
Montgomery	12.6	.0051	36.1	8.3	12.4	18.2	33.3	4.4
Neshoba	24.9	.0099	33.3	8.4	14.8	18.6	28.8	9.3
Newton	20.2	.0081	35.4	9.8	13.5	18.7	31.9	7.6
Noxubee	12.2	.0049	30.3	10.0	12.8	16.3	27.7	4.0
Oktibbeha	37.6	.0151	24.7	26.9	15.2	15.9	17.8	12.2
Panola	29.9	.0119	31.6	9.2	13.6	17.3	28.2	10.3
Pearl River	40.0	.0160	32.1	9.4	15.1	21.7	23.9	14.2
Perry	10.0	.0040	31.2	9.3	14.7	20.7	23.7	3.4
Pike	37.0	.0149	32.8	9.3	14.2	18.2	28.7	13.4
Pontotoc	23.3	.0093	34.3	8.7	15.1	19.5	29.4	8.6
Prentiss	25.4	.0101	34.1	9.9	14.7	20.4	28.3	9.3
Quitman	11.2	.0045	30.4	9.1	12.7	15.6	28.6	3.8
Scott	26.7	.0106	32.2	9.1	14.9	19.5	26.4	9.7
Sharkey	7.5	.0030	28.1	10.0	14.2	15.8	24.4	2.2
Simpson	25.1	.0101	32.8	8.7	15.0	19.2	27.5	8.8
Smith	15.7	.0063	33.3	8.9	14.9	19.8	27.7	5.5
Stone	10.8	.0043	31.0	13.3	14.7	19.1	25.1	3.6
Sunflower	36.4	.0146	28.9	11.9	16.1	15.9	24.4	10.8
Tallahatchie	16.1	.0064	30.7	9.1	12.3	16.7	28.0	5.5
Tate	22.3	.0089	30.5	12.6	14.3	19.2	24.3	7.3
Tippah	19.7	.0079	34.6	9.2	13.9	19.7	29.8	7.1
Tishomingo	18.5	.0074	35.6	8.5	15.8	21.5	29.5	7.1
Tunica	8.8	.0035	27.2	9.4	12.5	13.6	26.6	3.0
Union	23.2	.0093	34.9	8.2	15.4	19.6	30.3	8.9
Walthall	14.0	.0056	32.6	8.6	13.3	18.5	28.3	4.9
Warren	51.3	.0206	31.3	9.5	16.7	19.5	24.3	18.5
Washington	70.9	.0283	29.3	9.5	15.1	17.2	24.2	24.0
Greenville	46.1	.0185	30.2	9.4	14.8	17.0	25.9	16.1
Wayne	20.6	.0083	30.5	10.2	15.4	19.4	23.6	6.9
Webster	10.0	.0040	37.4	8.6	12.5	19.7	33.8	3.7
Wilkinson	9.9	.0040	33.4	9.6	13.6	17.2	30.7	3.4
Winston	19.4	.0077	33.9	8.2	14.5	18.2	30.1	6.9
Yalobusha	13.2	.0053	34.7	9.1	13.7	16.9	32.7	5.0
Yazoo	26.8	.0107	32.1	9.2	13.3	17.3	28.9	9.5
TOTAL METRO COUNTIES	**805.9**	**.3227**	**30.3**	**11.4**	**17.7**	**20.7**	**21.0**	**286.1**
TOTAL STATE	**2,657.1**	**1.0635**	**31.2**	**10.9**	**15.7**	**19.2**	**24.8**	**942.3**

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
Monroe	142,173	34,828	7,307	22,320	8,454	35,278	8,244
Montgomery	43,574	13,729	1,884	9,632	1,944	5,819	2,106
Neshoba	131,603	43,358	7,326	19,663	4,379	24,906	4,349
Newton	80,587	21,651	3,868	7,482	2,124	24,984	1,964
Noxubee	26,425	8,897	771	2,605	1,255	5,602	1,686
Oktibbeha	162,343	33,775	16,989	21,166	10,346	28,731	4,383
Panola	135,585	36,087	7,798	11,541	6,138	30,524	7,863
Pearl River	168,536	40,616	11,699	19,521	5,821	50,916	9,049
Perry	20,260	9,257	1,681	2,311	185	1,607	1,503
Pike	228,460	47,493	16,904	27,722	8,113	58,666	12,925
Pontotoc	65,363	17,857	4,979	12,244	1,728	11,654	2,477
Prentiss	135,627	40,451	7,047	15,916	5,367	36,172	5,187
Quitman	25,215	7,257	497	3,013	338	3,703	2,247
Scott	108,971	31,839	7,500	8,039	3,906	21,426	6,333
Sharkey	16,066	7,031	653	1,592	549	733	786
Simpson	104,655	25,339	7,813	11,215	2,611	27,896	6,438
Smith	31,285	13,992	595	1,650	343	5,536	1,579
Stone	50,843	11,851	3,198	4,736	879	15,543	2,089
Sunflower	142,738	50,490	7,058	15,840	3,194	22,677	5,338
Tallahatchie	33,914	11,011	1,492	1,631	988	6,546	2,841
Tate	122,445	31,945	7,331	14,345	1,462	40,634	2,652
Tippah	91,388	22,346	5,699	13,032	4,715	20,134	4,097
Tishomingo	63,598	19,506	3,405	10,577	2,369	13,687	3,340
Tunica	25,763	6,973	1,531	1,163	760	9,319	1,177
Union	99,886	23,636	7,851	16,182	3,801	13,661	4,748
Walthall	51,7[illegible]3	10,914	1,544	7,355	1,123	14,104	2,195
Warren	348,615	72,284	25,942	62,638	9,579	77,897	12,564
Washington	399,673	92,763	22,955	59,193	13,144	108,122	13,715
Greenville	346,996	75,044	21,463	56,610	10,848	93,510	11,589
Wayne	73,508	16,133	4,261	14,084	2,274	12,993	3,213
Webster	32,804	10,853	1,462	4,380	1,022	6,051	1,505
Wilkinson	26,929	9,047	1,634	2,234	378	5,599	790
Winston	78,138	15,361	3,709	15,139	2,503	19,820	4,351
Yalobusha	45,001	17,995	1,484	3,740	1,250	4,501	1,658
Yazoo	81,813	18,145	3,250	10,860	2,407	17,399	6,411
TOTAL METRO COUNTIES	**4,865,452**	**973,231**	**436,398**	**787,061**	**180,310**	**1,210,457**	**183,712**
TOTAL STATE	**13,426,461**	**3,001,774**	**1,015,401**	**1,952,686**	**489,738**	**3,219,004**	**566,314**

EFFECTIVE BUYING INCOME—1989

% of Hsls. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
BILOXI–GULFPORT	**2,166,816**	**20,533**	**27.0**	**26.4**	**13.5**	**11.3**	**.0696**
Hancock	326,524	19,086	27.9	25.6	11.9	10.1	.0097
Harrison	1,840,292	20,844	26.7	26.7	13.8	11.5	.0599
• Biloxi	506,713	19,214	30.0	26.2	11.7	9.9	.0180
• Gulfport	498,413	19,762	27.2	25.6	12.2	11.6	.0187
SUBURBAN TOTAL	1,161,690	21,569	25.6	26.9	14.8	11.8	.0329
JACKSON	**4,497,062**	**22,935**	**23.5**	**25.2**	**15.7**	**14.8**	**.1507**
Hinds	2,955,826	22,310	24.0	25.2	14.8	14.6	.1024
• Jackson	2,387,118	22,052	24.7	25.7	14.3	14.2	.0872
Madison	516,600	18,665	25.5	21.9	13.1	12.2	.0188
Rankin	1,024,636	28,115	20.5	27.3	20.1	17.2	.0295
SUBURBAN TOTAL	2,109,944	24,136	22.0	24.6	17.3	15.6	.0635
PASCAGOULA	**1,375,822**	**25,002**	**22.4**	**31.4**	**18.2**	**11.7**	**.0408**
Jackson	1,375,822	25,002	22.4	31.4	18.2	11.7	.0408
• Pascagoula	359,159	23,203	24.7	29.2	16.2	12.1	.0123
SUBURBAN TOTAL	1,016,663	25,553	21.5	32.3	18.9	11.6	.0285
OTHER COUNTIES							
Adams	326,986	15,986	24.0	22.3	11.5	8.5	.0121
Alcorn	315,925	17,034	27.4	24.9	10.7	7.1	.0111

EFFECTIVE BUYING INCOME—1989

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Amite	118,845	17,092	25.5	20.8	12.6	10.2	.0034
Attala	139,181	13,858	27.9	23.1	7.0	4.4	.0052
Benton	66,112	18,671	26.7	26.2	11.8	8.4	.0018
Bolivar	306,096	13,418	25.6	19.1	7.5	8.0	.0110
Calhoun	109,286	14,105	30.4	22.2	8.6	3.0	.0040
Carroll	69,213	14,545	27.4	22.1	9.1	5.3	.0020
Chickasaw	135,881	16,006	28.5	27.4	8.3	4.6	.0051
Choctaw	62,464	14,000	29.0	23.6	6.0	4.3	.0021
Claiborne	80,676	13,833	20.8	18.6	10.1	9.6	.0026
Clarke	145,578	17,493	24.0	27.7	11.2	5.7	.0042
Clay	187,941	19,270	23.9	28.1	12.5	7.6	.0061
Coahoma	246,633	12,922	25.7	18.7	9.0	5.9	.0091
Copiah	217,041	14,847	27.9	22.3	8.6	6.8	.0076
Covington	139,185	15,253	28.1	21.3	10.0	7.4	.0043
☐ De Soto	722,447	27,009	20.3	29.0	21.0	12.4	.0215
Forrest	660,117	17,533	26.3	23.9	11.4	9.4	.0254
Hattiesburg	399,703	16,486	26.0	22.1	10.5	10.0	.0182
Franklin	72,285	16,000	23.5	20.2	14.5	7.0	.0022
George	149,437	21,138	22.6	29.9	13.3	9.1	.0044

MISS. (cont.)

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Greene	75,250	17,359	25.4	25.4	13.2	5.9	.0024
Grenada	185,369	19,523	23.1	26.0	13.0	10.0	.0072
Holmes	114,670	9,196	24.8	14.1	5.0	2.8	.0044
Humphreys	70,590	8,946	23.4	13.6	5.9	3.5	.0028
Issaquena	16,616	12,107	26.8	18.1	4.4	9.0	.0005
Itawamba	171,933	17,080	30.3	29.8	8.8	3.5	.0050
Jasper	116,131	14,358	30.2	24.1	6.6	3.9	.0040
Jefferson	58,567	12,222	24.7	17.5	9.5	6.0	.0018
Jefferson Davis	104,953	15,287	28.3	21.3	10.1	7.6	.0036
Jones	559,099	17,881	27.5	27.5	10.8	6.5	.0189
Kemper	64,812	13,122	28.8	22.9	5.7	4.1	.0023
Lafayette	315,640	17,988	24.2	23.6	11.8	10.3	.0099
Lamar	259,568	20,219	24.4	28.5	13.2	8.7	.0074
Lauderdale	794,049	18,826	25.1	24.7	12.3	10.5	.0277
Meridian	445,672	17,949	24.1	23.7	11.6	10.7	.0187
Lawrence	122,293	18,686	23.4	24.0	12.5	11.1	.0035
Leake	125,597	13,162	29.7	21.7	5.9	4.0	.0049
Lee	676,585	20,769	26.3	29.6	13.1	9.0	.0251
Leflore	305,007	13,922	27.0	19.0	9.3	7.1	.0118
Lincoln	254,293	16,300	25.8	25.1	11.0	5.3	.0093
Lowndes	547,550	18,235	28.4	26.4	11.7	7.4	.0200
Marion	219,105	16,527	28.1	22.2	12.5	7.5	.0073
Marshall	225,850	15,245	27.6	24.1	9.7	5.2	.0073
Monroe	298,543	17,565	25.9	27.9	10.7	6.3	.0099
Montgomery	82,076	13,525	27.8	21.9	7.0	3.7	.0031
Neshoba	218,157	16,921	27.9	24.5	10.1	7.8	.0076
Newton	166,892	15,620	26.8	22.9	10.5	5.6	.0055
Noxubee	70,400	12,120	29.1	18.6	5.4	4.2	.0025
Oktibbeha	318,366	16,405	26.4	20.3	10.8	11.0	.0108
Panola	217,509	14,293	27.4	22.0	8.1	5.8	.0080
Pearl River	354,820	17,934	26.3	23.5	13.0	8.7	.0116
Perry	96,190	21,013	18.9	25.5	12.4	14.3	.0025
Pike	320,950	16,612	27.4	22.8	10.7	8.7	.0119
Pontotoc	185,878	15,935	29.6	25.1	9.6	4.4	.0057
Prentiss	206,046	16,327	28.5	27.2	8.1	5.5	.0077
Quitman	53,362	8,947	25.9	14.3	3.2	2.3	.0021
Scott	219,305	15,973	28.4	23.5	9.4	6.9	.0073
Sharkey	40,959	10,660	27.4	15.0	4.9	5.7	.0015
Simpson	222,835	18,908	26.5	25.0	13.7	8.9	.0073
Smith	128,703	16,343	27.3	22.9	12.0	7.0	.0037
Stone	98,587	21,338	22.1	27.7	14.0	11.2	.0033
Sunflower	209,310	12,260	27.9	18.7	7.0	4.8	.0086
Tallahatchie	86,185	9,619	25.5	14.1	4.5	4.2	.0032
Tate	156,711	15,554	26.9	27.0	8.4	4.1	.0062
Tippah	150,214	16,055	30.2	25.7	7.5	4.8	.0054
Tishomingo	132,273	14,729	32.2	24.8	6.5	2.7	.0046
Tunica	42,522	7,953	22.0	11.5	3.1	3.9	.0019
Union	193,744	16,462	28.2	28.0	8.9	4.6	.0065
Walthall	115,116	15,742	25.0	23.8	8.9	8.4	.0038
Warren	531,088	22,291	21.4	24.9	16.3	13.1	.0183
Washington	540,769	15,104	26.1	22.1	9.1	7.5	.0209
Greenville	355,891	15,007	26.3	21.9	9.2	6.9	.0151
Wayne	174,466	17,787	25.3	22.2	12.7	10.1	.0054
Webster	75,315	15,233	27.6	26.0	8.1	3.6	.0026
Wilkinson	70,369	15,106	27.7	22.1	8.5	6.4	.0024
Winston	166,454	17,256	27.1	25.7	11.0	7.1	.0054
Yalobusha	105,239	15,677	28.9	24.7	8.4	5.6	.0034
Yazoo	214,855	14,718	26.5	20.3	9.2	7.8	.0070
TOTAL METRO COUNTIES	**8,762,147**	**22,875**	**23.9**	**27.0**	**15.9**	**13.2**	**.2826**
TOTAL STATE	**23,958,764**	**18,090**	**25.6**	**24.7**	**12.0**	**9.1**	**.8110**

Missouri

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
COLUMBIA	**107.7**	**.0431**	**27.9**	**23.2**	**20.6**	**17.5**	**17.8**	**39.6**
Boone	107.7	.0431	27.9	23.2	20.6	17.5	17.8	39.6
• Columbia	64.7	.0259	25.9	31.5	19.2	15.0	17.6	23.5
SUBURBAN TOTAL	43.0	.0172	30.3	10.7	23.1	21.2	17.9	16.1
JOPLIN	**135.6**	**.0542**	**35.3**	**9.7**	**15.1**	**20.4**	**30.1**	**52.1**
Jasper	91.5	.0366	35.0	10.2	15.4	19.4	30.6	35.8
• Joplin	41.1	.0165	35.4	11.8	15.7	18.0	32.6	17.1
Newton	44.1	.0176	35.8	8.8	14.4	22.0	29.2	16.3
SUBURBAN TOTAL	94.5	.0377	35.2	8.9	14.9	21.2	29.1	35.0
KANSAS CITY	**1,585.0**	**.6344**	**33.1**	**9.7**	**18.1**	**21.9**	**24.7**	**607.7**
Cass	62.1	.0249	32.8	8.5	16.4	24.5	21.9	21.7
Clay	152.9	.0612	32.5	10.5	19.0	23.4	21.8	58.3
Jackson	645.4	.2583	33.5	10.3	17.9	20.3	27.0	257.9
Independence	117.2	.0469	33.8	10.0	17.4	21.6	26.4	46.0
• Kansas City	438.3	.1754	33.4	10.8	18.2	19.5	27.6	177.4
Lafayette	32.3	.0129	37.2	8.2	14.0	20.9	32.4	12.1
Platte	56.3	.0225	31.9	9.1	19.6	25.2	18.7	20.5
Ray	24.1	.0096	35.4	7.8	14.7	23.3	27.6	8.6
Johnson, Kans.	*348.6*	*.1396*	*32.8*	*8.4*	*20.1*	*24.2*	*21.3*	*133.2*
• Olathe	*59.3*	*.0237*	*28.3*	*11.0*	*25.2*	*20.4*	*12.8*	*20.7*
Overland Park	*104.4*	*.0418*	*33.7*	*8.1*	*19.1*	*25.9*	*21.6*	*40.3*
Leavenworth, Kans.	*66.0*	*.0264*	*32.8*	*9.6*	*18.2*	*23.3*	*22.7*	*21.2*
• Leavenworth	*39.0*	*.0156*	*32.6*	*10.5*	*18.3*	*22.4*	*23.3*	*12.6*
Miami, Kans.	*24.2*	*.0097*	*35.9*	*8.1*	*14.6*	*21.0*	*30.3*	*8.9*
Wyandotte, Kans.	*173.1*	*.0693*	*32.3*	*10.8*	*16.6*	*18.7*	*26.8*	*65.3*
• Kansas City	*160.9*	*.0644*	*32.3*	*10.9*	*16.5*	*18.5*	*27.0*	*61.2*
SUBURBAN TOTAL	887.5	.3553	33.5	8.9	17.9	23.7	23.7	335.8

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
COLUMBIA	**870,058**	**155,007**	**76,143**	**130,166**	**36,320**	**194,579**	**15,957**
Boone	870,058	155,007	76,143	130,166	36,320	194,579	15,957
• Columbia	799,637	142,425	73,661	124,672	35,429	186,542	15,821
SUBURBAN TOTAL	70,421	12,582	2,482	5,494	891	8,037	136
JOPLIN	**968,818**	**174,650**	**89,963**	**150,220**	**30,386**	**243,661**	**16,613**
Jasper	792,137	140,356	75,070	135,721	19,641	194,109	12,605
• Joplin	602,424	84,178	64,830	113,177	20,718	160,749	10,560
Newton	176,681	34,294	14,893	14,499	10,745	49,552	4,008
SUBURBAN TOTAL	366,394	90,472	25,133	37,043	9,668	82,912	6,053
KANSAS CITY	**11,823,232**	**2,222,169**	**1,161,148**	**1,681,494**	**514,488**	**3,071,542**	**301,000**
Cass	302,479	71,714	22,637	30,442	6,313	81,543	12,693
Clay	1,274,243	217,544	102,102	235,466	56,448	338,558	30,111
Jackson	5,054,612	882,141	577,934	691,248	193,046	1,322,671	135,646
Independence	885,955	146,035	84,857	145,360	42,503	254,090	27,901
• Kansas City	3,567,354	646,858	466,131	531,700	131,111	808,576	92,748
Lafayette	105,431	26,378	9,839	9,706	1,906	19,791	3,389
Platte	315,676	116,839	54,617	19,207	6,364	22,310	6,905
Ray	68,880	12,844	4,258	9,359	1,591	11,863	2,787
Johnson, Kans.	*3,429,514*	*614,061*	*271,189*	*519,609*	*212,990*	*942,441*	*74,009*
• Olathe	*547,391*	*121,510*	*32,947*	*54,575*	*15,491*	*227,452*	*9,962*
Overland Park	*1,555,584*	*170,125*	*133,779*	*335,329*	*100,741*	*403,021*	*35,774*
Leavenworth, Kans.	*282,453*	*63,456*	*23,820*	*42,981*	*9,210*	*77,560*	*3,177*
• Leavenworth	*224,228*	*50,189*	*20,170*	*38,767*	*7,091*	*68,174*	*1,806*
Miami, Kans.	*109,491*	*24,975*	*8,644*	*11,512*	*3,145*	*33,921*	*3,145*
Wyandotte, Kans.	*880,453*	*192,217*	*86,108*	*111,964*	*23,475*	*220,884*	*29,138*
• Kansas City	*801,769*	*174,329*	*80,282*	*104,156*	*22,769*	*194,569*	*26,366*
SUBURBAN TOTAL	6,682,490	1,229,283	561,618	952,296	338,026	1,772,771	170,118

MO. (cont.)

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
ST. JOSEPH	**85.6**	**.0343**	**35.1**	**10.3**	**15.2**	**18.5**	**31.6**	**32.7**
Buchanan	85.6	.0343	35.1	10.3	15.2	18.5	31.6	32.7
● St. Joseph	73.1	.0293	35.1	10.5	15.2	17.9	32.3	28.1
SUBURBAN TOTAL	12.5	.0050	34.8	9.0	14.9	22.7	27.0	4.6
ST. LOUIS	**2,484.9**	**.9945**	**33.4**	**9.9**	**16.7**	**21.1**	**26.3**	**918.5**
Franklin	80.2	.0321	32.9	9.3	15.4	21.1	25.7	27.0
Jefferson	176.3	.0706	30.5	9.5	18.9	22.8	18.8	58.1
St. Charles	204.5	.0818	30.3	9.3	19.6	24.2	16.6	68.8
● St. Charles	45.0	.0180	33.0	11.3	16.7	22.7	24.0	16.9
St. Louis	1,013.2	.4055	34.2	9.6	17.3	22.6	26.0	376.4
Florissant	61.9	.0248	33.3	11.3	15.7	23.4	24.0	20.9
University City	42.5	.0170	35.0	8.8	18.4	20.9	29.2	17.5
St. Louis city	409.7	.1639	35.5	10.8	15.0	16.0	34.5	166.1
● St. Louis	409.7	.1639	35.5	10.8	15.0	16.0	34.5	166.1
Clinton, Ill.	*34.4*	*.0137*	*32.3*	*10.5*	*15.1*	*19.0*	*26.9*	*12.1*
Jersey, Ill.	*21.3*	*.0085*	*33.2*	*11.5*	*14.9*	*20.8*	*26.6*	*7.4*
Madison, Ill.	*253.6*	*.1015*	*34.1*	*10.4*	*15.6*	*21.0*	*27.7*	*96.8*
● Alton	*32.9*	*.0132*	*35.1*	*10.5*	*14.7*	*17.1*	*33.0*	*13.2*
● Granite City	*34.8*	*.0139*	*34.1*	*10.8*	*15.5*	*20.1*	*28.5*	*13.4*
Monroe, Ill.	*22.6*	*.0091*	*35.1*	*9.2*	*14.6*	*21.7*	*28.5*	*8.3*
St. Clair, Ill.	*269.1*	*.1078*	*32.1*	*10.4*	*15.7*	*19.7*	*25.7*	*97.5*
● Belleville	*43.4*	*.0174*	*39.0*	*9.8*	*15.3*	*17.3*	*37.3*	*18.1*
● East St. Louis	*47.8*	*.0191*	*26.1*	*10.5*	*14.4*	*16.4*	*20.7*	*15.3*
SUBURBAN TOTAL	1,871.3	.7490	33.1	9.7	17.3	22.4	24.2	675.5
SPRINGFIELD	**237.8**	**.0951**	**32.6**	**13.1**	**17.3**	**20.2**	**25.7**	**91.2**
Christian	31.3	.0125	33.6	8.6	16.2	22.6	25.1	11.2
Greene	206.5	.0826	32.5	13.7	17.5	19.8	25.8	80.0
● Springfield	144.6	.0579	32.3	16.0	17.4	17.7	27.6	58.4
SUBURBAN TOTAL	93.2	.0372	33.1	8.4	17.2	24.1	22.7	32.8
OTHER COUNTIES								
Adair	23.8	.0096	29.5	22.4	16.5	15.5	25.4	8.9
Andrew	15.7	.0062	35.7	8.0	14.7	20.9	30.2	5.4
Atchison	8.0	.0032	38.4	9.7	13.9	17.7	36.6	3.1
Audrain	25.4	.0102	35.5	8.4	14.8	18.5	32.1	9.6
Barry	28.3	.0113	39.5	7.3	12.3	20.0	36.5	10.7
Barton	12.0	.0048	39.4	8.4	13.0	17.3	38.0	4.7
Bates	16.8	.0068	39.7	7.3	12.6	19.5	37.0	6.4
Benton	14.0	.0056	43.4	6.2	10.8	19.3	42.0	5.5
Bollinger	11.3	.0045	36.8	8.3	13.4	19.8	32.8	4.3
Butler	39.3	.0157	36.3	8.2	14.6	20.5	31.4	14.9
Caldwell	8.6	.0034	40.0	6.8	12.0	19.8	37.4	3.3
Callaway	34.1	.0137	32.3	12.7	16.7	19.8	25.7	11.4
Camden	26.7	.0107	40.8	7.3	13.2	20.1	38.2	10.8
Cape Girardeau	63.9	.0255	32.3	15.2	16.6	18.9	26.6	23.5
Carroll	11.2	.0045	38.7	7.7	13.4	18.1	36.7	4.5
Carter	6.2	.0025	35.5	7.8	14.4	20.7	30.0	2.0
Cedar	12.8	.0051	43.8	6.4	11.3	18.1	43.0	5.0
Chariton	10.0	.0040	40.3	7.7	12.9	18.1	38.5	3.9
Clark	8.3	.0033	35.7	8.1	14.3	19.5	31.5	3.0
Clinton	18.2	.0073	36.5	7.3	13.9	22.0	30.4	6.3
Cole	63.5	.0254	32.2	11.7	19.6	20.5	24.0	22.4
Cooper	15.5	.0062	37.2	8.4	13.4	18.2	34.7	5.7
Crawford	21.0	.0085	36.9	8.1	13.0	19.4	33.1	7.6
Dade	7.8	.0031	42.7	6.7	12.0	17.5	42.2	3.2
Dallas	14.4	.0057	39.2	7.3	12.4	19.9	36.0	5.2
Daviess	8.9	.0036	39.5	7.4	12.1	18.5	37.3	3.5
De Kalb	8.6	.0034	38.5	7.6	12.9	20.4	34.8	3.2
Dent	15.2	.0061	37.0	8.2	13.7	20.3	32.6	5.6
Douglas	12.9	.0052	37.2	7.5	13.5	21.0	32.2	4.7
Dunklin	34.9	.0140	36.5	8.0	13.5	19.5	32.6	12.9
Gasconade	14.1	.0056	41.1	7.6	12.5	18.2	39.5	5.3
Gentry	7.7	.0031	42.3	7.2	11.9	17.9	41.1	3.0
Grundy	11.7	.0047	39.6	7.6	13.9	19.3	37.0	4.7
Harrison	9.2	.0037	42.0	7.9	11.7	18.5	40.4	4.0
Henry	20.7	.0083	39.3	7.5	13.2	18.8	37.2	8.3
Hickory	7.6	.0030	47.1	5.5	10.2	17.4	46.8	3.3
Holt	6.4	.0026	41.6	6.6	12.9	17.1	40.8	2.7
Howard	9.9	.0040	37.4	12.2	12.8	17.0	35.7	3.6
Howell	31.9	.0127	37.3	7.8	13.8	20.7	32.7	12.0
Iron	11.6	.0047	36.8	7.5	13.6	19.9	32.6	4.0
Johnson	41.0	.0164	26.8	24.2	15.7	17.3	19.8	13.3
Knox	5.3	.0021	40.4	7.3	11.5	19.1	38.3	2.1
Laclede	27.6	.0111	36.0	8.3	14.4	21.0	30.5	10.4

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
ST. JOSEPH	**555,996**	**105,819**	**49,885**	**96,497**	**18,534**	**144,313**	**12,025**
Buchanan	555,996	105,819	49,885	96,497	18,534	144,313	12,025
● St. Joseph	527,611	98,528	47,916	95,931	17,736	136,047	11,943
SUBURBAN TOTAL	28,385	7,291	1,969	566	798	8,266	82
ST. LOUIS	**17,226,344**	**3,080,887**	**1,811,294**	**2,487,297**	**758,018**	**4,150,785**	**532,950**
Franklin	464,397	91,867	36,064	48,054	13,697	123,074	11,702
Jefferson	806,438	194,329	63,606	118,217	17,020	142,545	13,627
St. Charles	1,473,027	276,908	136,461	194,728	65,225	330,179	28,217
● St. Charles	547,391	56,891	64,444	38,910	24,604	199,042	15,796
St. Louis	8,715,439	1,384,526	826,868	1,312,981	439,459	2,416,146	268,392
Florissant	413,185	133,255	40,899	28,175	11,563	101,501	19,731
University City	132,424	41,245	17,661	13,284	10,430	3,114	11,043
St. Louis city	2,184,981	432,073	408,403	210,726	73,304	376,748	96,166
● St. Louis	2,184,981	432,073	408,403	210,726	73,304	376,748	96,166
Clinton, Ill.	*145,003*	*27,590*	*11,908*	*11,990*	*8,583*	*29,206*	*3,376*
Jersey, Ill.	*111,924*	*14,885*	*8,581*	*18,297*	*3,169*	*41,451*	*3,576*
Madison, Ill.	*1,617,288*	*341,951*	*165,382*	*212,453*	*44,453*	*389,390*	*53,916*
● Alton	*353,059*	*33,610*	*35,949*	*65,863*	*15,680*	*97,721*	*10,701*
● Granite City	*237,250*	*62,404*	*28,085*	*18,349*	*5,473*	*42,100*	*13,037*
Monroe, Ill.	*125,393*	*26,229*	*12,327*	*13,656*	*3,484*	*31,621*	*3,436*
St. Clair, Ill.	*1,582,454*	*290,529*	*141,694*	*346,195*	*89,624*	*270,425*	*50,542*
● Belleville	*484,544*	*103,409*	*36,030*	*41,479*	*21,825*	*166,073*	*20,882*
● East St. Louis	*93,382*	*24,217*	*12,688*	*2,550*	*2,166*	*1,691*	*7,931*
SUBURBAN TOTAL	13,325,737	2,368,283	1,225,695	2,109,420	614,966	3,267,410	368,437
SPRINGFIELD	**2,039,980**	**317,159**	**197,435**	**343,818**	**65,692**	**521,009**	**31,124**
Christian	139,536	32,600	8,149	8,812	2,117	56,506	1,581
Greene	1,900,444	284,559	189,286	335,006	63,575	464,503	29,543
● Springfield	1,733,318	254,051	180,693	326,649	59,683	404,437	27,775
SUBURBAN TOTAL	306,662	63,108	16,742	17,169	6,009	116,572	3,349
OTHER COUNTIES							
Adair	172,054	37,768	16,856	26,351	5,643	34,289	2,754
Andrew	38,170	9,012	2,720	1,403	547	16,982	134
Atchison	26,523	7,339	2,821	421	276	2,857	2,058
Audrain	121,625	26,042	8,919	15,735	6,943	23,462	4,745
Barry	110,098	29,033	7,717	19,855	2,346	17,725	1,767
Barton	40,514	9,203	3,129	6,402	790	7,310	321
Bates	57,705	17,198	3,932	6,707	1,740	15,873	992
Benton	56,558	7,465	4,440	9,231	1,445	14,854	1,275
Bollinger	31,775	7,280	924	373	713	14,433	490
Butler	251,686	54,935	15,396	28,780	9,755	71,555	5,143
Caldwell	16,246	6,285	1,309	45	239	3,678	221
Callaway	151,166	32,803	13,817	11,196	3,775	28,431	1,829
Camden	247,893	49,163	28,907	34,076	11,466	47,766	1,556
Cape Girardeau	598,007	99,755	44,035	114,711	28,281	132,461	9,892
Carroll	34,921	9,419	1,985	2,889	1,095	4,817	781
Carter	12,977	4,995	766	616	168	2,423	353
Cedar	47,087	13,614	2,865	2,604	1,105	8,908	2,068
Chariton	23,283	7,137	1,702	261	948	4,615	857
Clark	26,877	5,305	959	1,264	104	4,062	359
Clinton	71,719	15,169	6,721	9,083	653	12,394	1,191
Cole	727,449	97,137	43,849	94,416	18,710	134,469	11,420
Cooper	65,711	15,692	6,354	7,860	2,066	18,532	2,087
Crawford	84,825	14,349	3,709	19,579	1,130	14,463	1,397
Dade	15,913	4,347	1,150	34	211	4,140	635
Dallas	44,991	11,455	2,170	5,127	2,111	12,380	907
Daviess	31,470	6,318	1,494	2,148	433	3,883	430
De Kalb	20,127	4,399	2,114	573	523	7,945	161
Dent	55,029	12,794	3,408	11,929	3,060	8,434	1,509
Douglas	54,491	9,328	2,230	12,811	295	15,997	1,247
Dunklin	160,005	37,723	10,933	24,026	5,988	41,257	5,732
Gasconade	66,530	12,664	4,207	12,094	1,685	13,092	1,774
Gentry	28,187	8,888	1,249	724	310	7,581	637
Grundy	47,299	15,026	3,255	5,159	1,460	2,444	1,308
Harrison	80,277	9,002	2,875	11,840	587	18,224	768
Henry	116,425	25,112	10,828	14,881	3,794	24,775	4,989
Hickory	14,266	2,924	3,104	77	387	1,008	473
Holt	24,186	3,910	855	467	109	6,903	82
Howard	23,032	4,744	2,233	1,312	188	3,094	1,553
Howell	170,024	52,098	10,051	22,995	6,324	30,315	4,683
Iron	39,417	11,800	1,317	1,210	631	12,800	1,390
Johnson	163,571	34,351	20,908	19,139	3,931	39,290	4,048
Knox	10,089	3,861	484	1,191	338	1,827	308
Laclede	191,935	31,116	16,713	25,009	5,763	31,936	1,885

MO. (cont.)

POPULATION—12/31/89

S&MM ESTIMATES

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
Lawrence	31.5	.0126	37.5	7.7	13.2	20.1	33.4	11.8	117,211	30,611	8,897	11,015	2,313	26,761	1,958
Lewis	10.2	.0041	35.8	11.6	13.0	19.4	31.8	3.6	32,754	7,228	1,777	840	252	12,346	938
Lincoln	28.4	.0113	35.1	8.7	14.3	20.8	29.4	9.9	126,346	36,599	9,638	11,395	2,321	31,754	3,000
Linn	15.0	.0060	42.0	7.5	12.7	17.7	40.9	6.1	68,139	15,755	4,517	9,748	2,741	18,887	1,491
Livingston	15.5	.0063	38.2	7.8	13.9	18.7	35.5	6.0	91,018	16,851	6,654	15,352	4,543	19,692	940
McDonald	17.3	.0069	36.7	7.9	13.2	22.5	30.3	6.4	54,891	10,306	5,575	975	3,489	7,233	822
Macon	16.7	.0067	39.5	7.3	13.2	18.8	37.3	6.4	75,204	15,380	5,573	9,696	2,076	13,625	1,807
Madison	12.2	.0048	39.5	7.9	12.6	19.0	37.1	4.8	48,065	9,828	3,500	7,910	760	10,631	815
Maries	8.4	.0034	37.4	7.3	13.2	20.4	33.1	3.1	19,500	4,296	801	780	242	7,298	18
Marion	28.3	.0113	35.8	8.8	15.0	17.8	33.1	10.7	174,369	30,403	16,829	28,202	7,447	40,822	4,296
Mercer	4.1	.0017	44.4	8.0	11.2	18.2	42.8	1.6	6,928	3,909	344	12	45	353	133
Miller	20.3	.0081	35.9	8.2	14.5	19.3	31.9	7.4	147,823	22,415	14,215	10,783	4,227	59,008	2,118
Mississippi	15.4	.0062	34.5	8.5	13.3	19.0	30.4	5.5	78,661	19,825	2,400	7,120	824	11,682	2,456
Moniteau	13.0	.0052	36.5	8.3	14.7	19.5	32.6	4.4	49,597	11,761	2,197	833	571	21,549	1,097
Monroe	9.7	.0038	37.6	8.4	13.2	19.1	34.5	3.5	31,480	9,210	3,657	1,741	979	3,530	801
Montgomery	11.9	.0048	39.0	7.6	12.1	19.4	36.2	4.3	79,349	15,537	3,583	1,626	626	10,578	1,212
Morgan	16.4	.0066	42.0	6.5	11.4	19.3	40.2	6.2	95,224	27,613	5,195	11,083	2,837	25,238	1,515
New Madrid	21.7	.0087	33.7	8.4	13.7	19.0	29.1	7.6	73,500	7,683	2,904	6,049	2,837	6,944	2,919
Nodaway	21.4	.0086	31.4	19.3	13.7	16.2	28.8	7.6	88,796	21,384	9,568	17,381	1,717	10,645	1,253
Oregon	10.6	.0042	38.9	7.1	12.8	19.8	35.7	3.9	45,399	9,718	2,652	6,740	563	8,773	498
Osage	12.6	.0051	33.5	9.8	13.4	18.0	30.0	4.2	58,965	7,232	1,557	724	336	25,033	695
Ozark	9.2	.0036	39.8	7.0	12.6	20.0	36.6	3.5	28,590	8,939	1,137	585	270	10,723	348
Pemiscot	23.9	.0096	33.8	8.4	12.8	17.1	31.4	8.6	86,235	24,702	7,596	10,882	1,839	16,083	3,250
Perry	17.8	.0071	34.6	8.9	14.6	17.5	31.9	6.1	98,547	10,865	8,923	29,742	1,737	15,823	3,203
Pettis	37.2	.0149	36.4	9.2	14.4	20.1	32.0	14.3	221,475	39,733	18,837	27,581	6,308	63,929	5,388
Phelps	35.3	.0142	32.1	16.6	14.2	19.4	26.4	12.4	227,600	37,232	19,014	31,288	7,279	67,512	3,803
Pike	17.1	.0068	35.9	8.2	13.5	20.1	31.2	6.1	60,866	11,845	3,739	8,508	957	11,249	4,179
Polk	21.7	.0087	36.3	12.4	12.5	18.8	32.9	7.9	91,103	24,822	8,471	12,114	1,350	22,891	1,467
Pulaski	43.0	.0172	24.7	24.9	17.8	16.5	14.6	11.4	151,630	21,605	12,195	12,807	4,984	56,106	1,749
Putnam	5.6	.0023	41.2	6.9	11.3	19.5	39.1	2.1	12,973	6,261	868	605	118	1,862	223
Ralls	9.3	.0037	35.6	7.8	15.2	19.4	31.4	3.4	17,077	4,629	693	536	202	8,021	6
Randolph	26.7	.0107	34.6	10.0	17.0	18.1	31.2	9.5	127,307	27,310	9,361	17,910	3,792	32,810	3,307
Reynolds	7.0	.0028	35.6	8.2	14.3	20.0	30.9	2.7	15,865	6,130	1,074	602	149	1,540	549
Ripley	13.9	.0056	39.2	7.5	12.0	20.0	35.7	5.2	62,741	32,701	2,176	3,642	864	14,156	1,739
St. Clair	8.9	.0036	42.1	6.6	11.3	18.3	41.1	3.5	30,848	7,765	2,336	392	494	9,140	82
Ste. Genevieve	17.3	.0069	33.4	9.3	14.6	20.2	27.5	6.0	49,674	10,271	6,081	1,565	997	10,644	1,860
St. Francois	47.4	.0190	37.1	8.2	13.9	19.9	33.1	16.6	231,709	45,922	15,827	38,817	8,029	44,922	6,883
Saline	24.6	.0099	36.6	9.6	14.8	18.2	33.9	9.4	107,308	23,418	8,109	14,497	3,318	23,335	3,886
Schuyler	4.6	.0018	39.7	7.6	12.6	19.2	37.3	2.0	14,987	2,605	617	39	1,035	7,556	122
Scotland	5.2	.0021	41.1	7.0	11.1	18.3	39.9	2.1	19,598	5,153	1,280	2,046	116	3,156	267
Scott	41.9	.0168	32.6	9.3	16.0	20.0	26.2	15.0	272,306	67,080	23,290	28,058	8,572	53,223	4,597
Shannon	8.1	.0032	35.9	8.2	14.1	20.9	30.5	3.1	13,047	4,777	963	53	182	1,531	250
Shelby	7.6	.0031	40.7	8.0	12.0	17.5	39.7	3.0	26,988	6,629	1,485	1,214	514	7,116	1,112
Stoddard	29.9	.0119	36.9	8.2	14.1	20.8	32.0	11.3	164,851	34,980	9,870	15,394	3,438	61,418	3,227
Stone	19.1	.0077	42.4	6.3	11.9	20.2	40.1	7.8	70,536	17,528	6,095	1,652	1,769	16,931	1,609
Sullivan	6.8	.0027	41.9	7.0	12.2	18.8	40.3	2.8	14,574	4,334	668	267	599	2,444	189
Taney	26.6	.0106	42.3	9.6	11.4	18.5	41.1	10.8	178,509	35,893	29,534	13,236	2,770	30,860	2,662
Texas	22.4	.0090	37.6	7.9	13.0	21.2	32.6	8.5	93,943	18,742	5,929	9,468	1,456	30,417	1,610
Vernon	20.9	.0084	37.3	8.5	14.7	18.9	34.2	7.7	93,232	18,047	8,778	10,721	4,076	23,032	2,493
Warren	20.3	.0081	35.8	8.2	14.7	20.9	30.2	7.0	75,706	16,139	8,176	7,698	1,054	11,761	1,993
Washington	20.4	.0082	32.0	9.0	14.9	20.2	25.4	6.8	55,547	15,185	1,926	8,859	377	12,372	1,386
Wayne	12.9	.0051	40.3	7.3	11.5	20.1	37.5	5.0	40,893	12,456	3,068	4,087	1,345	8,415	1,035
Webster	24.0	.0096	34.2	8.4	14.4	21.8	27.1	8.4	95,692	21,632	6,018	11,831	2,220	17,551	834
Worth	2.5	.0010	44.1	5.9	11.6	17.8	43.3	1.1	7,957	2,801	304	14	182	1,030	90
Wright	17.3	.0070	37.7	7.9	12.7	20.2	33.6	6.3	74,063	29,836	5,944	10,080	1,991	11,076	1,275
TOTAL METRO COUNTIES	**3,423.7**	**1.3700**	**33.3**	**10.5**	**17.4**	**21.0**	**25.9**	**1,291.1**	**25,200,455**	**4,459,798**	**2,656,215**	**3,600,835**	**1,025,305**	**6,288,990**	**685,354**
TOTAL STATE	**5,222.7**	**2.0904**	**34.1**	**10.3**	**16.2**	**20.4**	**28.1**	**1,951.4**	**34,069,784**	**6,329,267**	**3,334,040**	**4,684,234**	**1,279,500**	**8,295,891**	**871,018**

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EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
COLUMBIA	**1,431,797**	**25,372**	**22.7**	**25.1**	**16.7**	**18.6**	**.0455**
Boone	1,431,797	25,372	22.7	25.1	16.7	18.6	.0455
• Columbia	839,937	22,506	24.8	22.4	14.2	18.2	.0319
SUBURBAN TOTAL	591,860	29,235	19.7	29.0	20.4	19.1	.0136
JOPLIN	**1,394,881**	**19,453**	**27.0**	**27.6**	**12.2**	**9.0**	**.0487**
Jasper	978,733	19,755	26.8	27.3	12.6	9.5	.0359
• Joplin	457,288	18,699	27.0	25.9	11.3	9.7	.0207
Newton	416,148	18,835	28.0	28.2	11.2	7.7	.0128
SUBURBAN TOTAL	937,593	19,822	27.2	28.3	12.6	8.6	.0280
KANSAS CITY	**22,825,388**	**29,370**	**18.9**	**26.3**	**19.7**	**20.7**	**.6800**
Cass	733,765	27,740	19.9	28.3	19.8	16.4	.0214
Clay	2,309,689	33,294	16.2	27.0	23.4	23.4	.0696
Jackson	9,045,017	27,110	20.6	25.6	18.1	19.1	.2773
Independence	1,683,600	30,963	18.4	26.0	23.1	19.6	.0504
• Kansas City	5,997,184	25,188	21.6	25.6	16.7	17.7	.1885
Lafayette	337,994	21,698	24.6	29.2	15.2	9.2	.0096
Platte	699,612	28,866	19.2	30.8	22.6	14.6	.0206
Ray	237,325	22,011	24.2	29.5	16.5	8.2	.0067
Johnson, Kans.	*6,385,073*	*37,288*	*13.8*	*25.3*	*22.3*	*31.4*	*.1847*
• Olathe	*850,977*	*33,438*	*16.3*	*28.5*	*24.9*	*22.1*	*.0272*
Overland Park	*1,949,190*	*39,254*	*12.5*	*24.8*	*23.8*	*33.3*	*.0651*
Leavenworth, Kans.	*812,994*	*29,270*	*18.9*	*26.8*	*21.8*	*17.5*	*.0225*
• Leavenworth	*475,726*	*26,967*	*20.7*	*26.6*	*20.7*	*15.3*	*.0143*
Miami, Kans.	*265,634*	*22,291*	*25.0*	*28.5*	*16.3*	*10.1*	*.0079*
Wyandotte, Kans.	*1,998,285*	*23,560*	*21.8*	*27.5*	*17.1*	*12.6*	*.0597*
• Kansas City	*1,850,260*	*23,212*	*22.1*	*27.4*	*16.9*	*12.2*	*.0550*
SUBURBAN TOTAL	13,651,241	32,384	17.0	26.4	21.4	24.0	.3950
ST. JOSEPH	**1,012,138**	**22,964**	**24.6**	**26.4**	**16.7**	**12.9**	**.0320**
Buchanan	1,012,138	22,964	24.6	26.4	16.7	12.9	.0320
• St. Joseph	849,547	22,300	25.3	26.3	16.4	12.0	.0280
SUBURBAN TOTAL	162,591	27,562	20.2	27.2	18.7	18.7	.0040
ST. LOUIS	**34,668,544**	**29,453**	**18.6**	**26.0**	**19.6**	**21.1**	**1.0262**
Franklin	772,925	22,913	23.8	30.9	16.5	9.1	.0262
Jefferson	2,002,604	29,715	18.0	31.9	24.2	14.1	.0587
St. Charles	3,110,178	38,876	11.8	23.4	26.3	31.4	.0894
• St. Charles	703,547	34,078	17.3	24.2	21.4	27.1	.0238
St. Louis	17,065,377	35,945	15.0	25.1	21.5	30.0	.4924
Florissant	929,381	38,128	11.8	26.6	25.3	30.8	.0263
University City	679,210	29,130	19.9	24.8	16.9	24.2	.0160
St. Louis city	5,042,383	21,001	24.4	23.8	14.1	14.3	.1476
• St. Louis	5,042,383	21,001	24.4	23.8	14.1	14.3	.1476
Clinton, Ill.	*376,087*	*24,424*	*22.5*	*30.5*	*17.6*	*11.8*	*.0110*
Jersey, Ill.	*215,876*	*22,679*	*25.5*	*32.3*	*16.3*	*7.6*	*.0070*
Madison, Ill.	*2,828,116*	*23,620*	*22.4*	*29.8*	*18.2*	*9.4*	*.0915*
• Alton	*324,575*	*18,514*	*25.5*	*27.6*	*13.1*	*5.8*	*.0137*
• Granite City	*378,925*	*22,825*	*22.2*	*29.4*	*17.5*	*8.5*	*.0127*
Monroe, Ill.	*255,900*	*25,217*	*21.3*	*30.4*	*19.2*	*11.0*	*.0078*
St. Clair, Ill.	*2,999,098*	*23,125*	*20.9*	*25.5*	*16.6*	*13.6*	*.0946*
• Belleville	*574,241*	*23,733*	*23.3*	*26.6*	*16.2*	*14.4*	*.0206*
• East St. Louis	*308,616*	*11,186*	*20.9*	*16.7*	*8.8*	*7.2*	*.0102*
SUBURBAN TOTAL	27,336,257	32,254	16.7	26.8	21.4	23.7	.7976
SPRINGFIELD	**2,764,157**	**22,125**	**25.2**	**27.9**	**14.7**	**12.0**	**.0965**
Christian	302,513	20,845	26.1	30.5	13.4	8.2	.0095
Greene	2,461,644	22,329	25.1	27.6	14.9	12.5	.0870
• Springfield	1,690,038	20,460	26.9	26.8	13.5	10.7	.0675
SUBURBAN TOTAL	1,074,119	25,139	22.0	29.9	16.9	14.3	.0290
OTHER COUNTIES							
Adair	231,048	17,059	28.2	24.3	11.2	7.9	.0084
Andrew	162,879	23,411	25.7	30.8	16.4	10.8	.0043
Atchison	76,754	17,963	29.9	29.2	9.2	6.5	.0023
Audrain	250,086	20,552	26.4	31.4	13.1	6.8	.0079
Barry	251,253	16,685	29.4	24.9	9.7	6.9	.0080

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Barton	99,622	15,527	34.7	23.6	8.1	4.0	.0032
Bates	162,408	17,917	26.1	24.4	11.3	9.5	.0048
Benton	98,644	11,945	31.8	18.2	4.8	3.6	.0036
Bollinger	78,322	13,533	30.8	21.1	7.6	2.7	.0027
Butler	354,370	15,976	25.9	23.1	9.4	8.4	.0129
Caldwell	74,499	16,158	27.2	24.4	10.4	5.6	.0021
Callaway	380,831	26,971	20.2	29.0	20.5	13.7	.0112
Camden	325,050	21,576	28.0	27.4	13.5	13.0	.0114
Cape Girardeau	703,497	21,727	25.5	27.1	15.5	11.1	.0262
Carroll	99,224	15,504	29.7	23.0	8.0	6.7	.0031
Carter	41,073	14,551	31.7	22.3	7.6	5.2	.0013
Cedar	101,801	13,831	32.2	19.8	7.4	4.6	.0034
Chariton	75,203	13,115	29.3	20.9	6.8	4.5	.0023
Clark	72,086	17,530	28.2	26.3	9.4	7.4	.0023
Clinton	164,494	20,381	25.1	29.1	13.9	7.7	.0052
Cole	860,802	30,448	19.5	25.4	21.7	20.9	.0308
Cooper	137,034	18,377	28.8	28.7	11.0	5.7	.0044
Crawford	197,048	18,614	27.7	26.5	12.3	8.3	.0062
Dade	59,887	13,303	32.9	20.4	6.3	3.3	.0018
Dallas	108,782	13,746	30.3	20.6	6.9	5.8	.0036
Daviess	81,806	15,724	31.4	23.4	7.7	6.8	.0025
De Kalb	78,907	17,642	26.8	25.1	11.0	8.4	.0022
Dent	124,281	15,947	30.1	25.1	8.2	5.8	.0041
Douglas	100,834	14,744	31.2	21.5	8.1	5.9	.0036
Dunklin	295,778	15,595	27.9	22.4	9.9	7.0	.0101
Gasconade	134,563	19,082	27.0	28.1	11.7	7.9	.0043
Gentry	66,939	15,663	30.0	24.2	8.1	6.5	.0022
Grundy	119,675	18,839	26.2	26.8	12.1	8.1	.0035
Harrison	91,896	15,466	28.4	21.6	8.8	7.7	.0036
Henry	188,398	15,386	27.3	22.6	10.8	6.1	.0066
Hickory	56,783	12,016	32.1	19.0	4.4	3.2	.0017
Holt	69,408	19,258	26.9	27.9	12.2	8.1	.0019
Howard	89,031	17,062	26.5	27.3	9.3	7.2	.0026
Howell	263,403	15,524	30.9	24.6	7.9	5.2	.0096
Iron	124,715	23,119	24.9	23.2	19.4	12.7	.0035
Johnson	383,744	19,887	28.6	27.1	13.4	9.3	.0119
Knox	38,181	12,662	30.6	19.5	5.5	3.8	.0012
Laclede	256,445	17,327	29.5	25.7	10.7	6.9	.0095
Lawrence	279,321	17,343	30.1	25.8	11.3	5.9	.0087
Lewis	103,953	23,071	22.7	30.8	13.8	11.4	.0031
Lincoln	287,602	22,788	24.6	29.2	16.2	10.4	.0088
Linn	159,687	17,934	30.7	24.9	10.9	9.2	.0048
Livingston	140,535	16,472	28.2	24.8	10.3	6.0	.0050
McDonald	136,542	15,512	30.3	25.6	7.5	4.6	.0044
Macon	117,703	13,241	32.0	21.3	5.4	3.6	.0045
Madison	107,271	15,258	27.7	23.3	10.3	5.3	.0034
Maries	67,622	16,287	29.3	27.0	7.7	4.9	.0020
Marion	329,770	23,148	24.6	26.6	17.0	12.2	.0104
Mercer	34,422	14,937	28.2	23.8	7.8	6.1	.0009
Miller	204,625	20,527	28.0	27.0	14.0	10.1	.0074
Mississippi	121,164	14,522	29.0	20.3	8.0	7.1	.0043
Moniteau	96,497	15,856	32.6	24.2	10.1	4.6	.0034
Monroe	81,524	17,681	28.9	27.2	11.2	5.2	.0026
Montgomery	101,232	17,545	31.0	26.2	9.6	6.6	.0039
Morgan	134,779	15,238	32.1	22.7	8.2	5.7	.0050
New Madrid	191,764	16,688	25.9	21.4	10.9	10.1	.0060
Nodaway	233,633	21,237	26.0	25.9	14.2	12.5	.0069
Oregon	57,680	10,297	30.9	14.5	3.8	2.2	.0025
Osage	107,926	20,165	23.4	31.6	10.6	8.1	.0037
Ozark	64,673	12,782	32.2	19.6	4.8	4.3	.0021
Pemiscot	188,460	14,645	28.7	21.1	8.4	6.7	.0064
Perry	128,659	16,423	30.7	27.2	9.4	3.1	.0051
Pettis	409,773	20,477	26.9	26.3	13.9	10.9	.0131

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			A	B	C	D	
Phelps	341,732	18,911	25.7	26.5	11.9	9.4	.0120
Pike	143,597	16,352	30.2	24.9	9.2	6.6	.0046
Polk	191,549	16,429	28.9	24.7	9.4	6.9	.0062
Pulaski	362,334	17,541	35.6	28.0	9.6	4.5	.0115
Putnam	57,225	18,377	27.8	23.7	12.2	10.0	.0017
Ralls	88,815	20,585	26.1	31.7	13.8	5.9	.0024
Randolph	239,712	18,141	27.0	25.9	12.3	7.6	.0080
Reynolds	59,578	16,131	23.6	26.8	11.3	4.2	.0018
Ripley	99,706	13,523	32.6	20.4	6.1	4.2	.0036
St. Clair	72,849	13,818	29.0	20.6	7.3	6.2	.0024
Ste. Genevieve	175,256	23,178	25.8	30.5	16.7	10.1	.0048
St. Francois	463,947	21,453	24.8	29.1	14.1	9.7	.0150
Saline	218,140	17,353	29.1	27.0	10.5	5.4	.0071
Schuyler	31,719	11,282	31.0	17.4	3.6	3.0	.0012
Scotland	39,648	11,957	29.9	17.7	5.6	5.7	.0014
Scott	403,374	19,849	25.3	26.2	14.0	9.5	.0143
Shannon	62,119	14,167	30.6	24.1	6.9	4.4	.0017
Shelby	60,414	14,309	31.8	23.0	7.3	4.4	.0020
Stoddard	266,175	16,514	29.1	24.5	9.7	6.9	.0094
Stone	252,259	23,624	24.4	29.9	14.2	14.9	.0065
Sullivan	39,705	9,485	29.2	13.4	2.5	2.5	.0014
Taney	254,531	16,882	34.2	25.2	9.5	6.0	.0092
Texas	175,489	14,525	31.5	23.0	7.2	4.8	.0061
Vernon	196,245	17,592	28.4	26.0	10.9	7.7	.0062
Warren	216,758	23,260	24.8	26.9	16.1	13.0	.0062
Washington	142,475	15,844	28.3	27.6	8.1	3.8	.0048
Wayne	88,543	11,589	31.0	17.9	5.3	2.9	.0032
Webster	196,133	16,703	27.7	27.8	8.5	5.4	.0065
Worth	21,468	13,025	31.1	21.1	5.9	4.8	.0007
Wright	124,914	13,482	31.6	20.0	5.2	5.0	.0046
TOTAL METRO COUNTIES	**47,959,842**	**28,786**	**19.5**	**26.0**	**19.0**	**20.7**	**1.4422**
TOTAL STATE	**64,664,542**	**24,484**	**22.4**	**25.7**	**16.4**	**16.4**	**1.9951**

Montana

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)
				18-24 Years	25-34 Years	35-49 Years	50 & Over	
BILLINGS	**116.4**	**.0466**	**31.5**	**10.9**	**19.1**	**20.9**	**22.5**	**45.9**
Yellowstone	116.4	.0466	31.5	10.9	19.1	20.9	22.5	45.9
• Billings	79.6	.0319	32.4	12.1	18.8	19.7	25.5	33.4
SUBURBAN TOTAL	36.8	.0147	29.6	8.4	19.7	23.7	15.6	12.5
GREAT FALLS	**78.3**	**.0314**	**32.0**	**11.6**	**17.2**	**21.7**	**23.1**	**30.6**
Cascade	78.3	.0314	32.0	11.6	17.2	21.7	23.1	30.6
• Great Falls	57.5	.0230	33.7	10.8	16.5	21.7	26.2	23.9
SUBURBAN TOTAL	20.8	.0084	28.0	13.8	19.2	21.7	14.9	6.7
OTHER COUNTIES								
Beaverhead	8.3	.0034	32.6	11.2	16.7	20.5	25.5	3.2
Big Horn	10.8	.0043	28.8	9.8	17.6	19.5	19.6	3.2
Blaine	7.1	.0028	31.0	9.1	15.9	18.1	25.5	2.5
Broadwater	3.8	.0016	34.2	7.8	15.5	20.8	28.0	1.6
Carbon	8.3	.0033	37.9	6.3	15.2	19.4	34.5	3.5
Carter	1.6	.0006	37.9	7.7	13.5	22.2	32.3	.6
Chouteau	5.7	.0022	35.2	7.6	15.8	19.5	30.8	2.2
Custer	12.1	.0049	33.8	9.5	15.8	18.4	29.7	5.1
Daniels	2.7	.0011	37.2	6.4	15.3	19.7	33.4	1.0
Dawson	10.2	.0040	30.6	11.7	17.5	19.1	23.3	4.0
Deer Lodge	10.2	.0041	35.6	8.3	15.3	18.5	32.2	3.9
Fallon	3.3	.0014	31.8	9.5	16.4	19.8	25.0	1.3
Fergus	12.3	.0049	36.1	8.2	14.9	18.9	32.6	4.8
Flathead	60.1	.0240	32.4	8.6	19.0	21.3	23.8	23.8
Gallatin	49.0	.0196	28.3	20.6	20.6	18.1	18.2	18.8
Garfield	1.6	.0007	33.4	9.3	16.0	19.3	28.2	.6
Glacier	11.3	.0045	29.8	9.5	17.0	19.0	22.2	3.8
Golden Valley	1.0	.0004	37.5	6.3	12.2	20.3	33.3	.4
Granite	3.0	.0012	35.8	6.8	15.7	19.9	31.4	1.1
Hill	17.9	.0072	30.7	12.5	17.7	18.1	23.7	6.9
Jefferson	8.9	.0035	31.9	7.3	19.4	22.3	21.7	3.2
Judith Basin	2.5	.0010	36.3	6.7	14.9	21.5	30.6	1.0
Lake	22.4	.0090	33.5	8.0	15.6	19.5	28.1	8.3
Lewis and Clark	48.0	.0192	31.7	10.4	19.8	20.9	22.5	19.6
Liberty	2.3	.0009	34.1	9.0	15.7	21.2	27.4	1.0
Lincoln	18.3	.0074	31.4	8.2	17.7	22.9	20.7	6.8
McCone	2.4	.0009	33.0	7.5	15.1	19.2	27.8	.9
Madison	5.5	.0022	37.3	7.0	15.3	20.8	32.8	2.2
Meagher	1.9	.0008	36.0	7.6	16.1	21.9	29.7	.8
Mineral	3.9	.0015	31.7	9.1	18.4	21.8	22.1	1.6
Missoula	78.5	.0315	30.4	14.1	21.6	21.0	19.0	32.2
Musselshell	4.3	.0017	35.1	6.4	16.8	17.4	32.7	1.7

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
BILLINGS	**976,472**	**204,022**	**100,372**	**121,910**	**54,060**	**237,883**	**16,344**
Yellowstone	976,472	204,022	100,372	121,910	54,060	237,883	16,344
• Billings	905,270	182,026	92,717	116,607	53,403	230,974	14,549
SUBURBAN TOTAL	71,202	21,996	7,655	5,303	657	6,909	1,795
GREAT FALLS	**552,062**	**120,194**	**56,919**	**76,599**	**32,660**	**127,730**	**13,237**
Cascade	552,062	120,194	56,919	76,599	32,660	127,730	13,237
• Great Falls	513,207	117,868	50,523	63,152	31,057	117,145	13,218
SUBURBAN TOTAL	38,855	2,326	6,396	13,447	1,603	10,585	19
OTHER COUNTIES							
Beaverhead	36,653	11,733	3,621	687	1,520	6,620	998
Big Horn	38,117	11,301	3,074	1,251	286	8,184	882
Blaine	22,219	7,624	1,600	32	284	6,311	469
Broadwater	9,339	3,890	1,282	397	292	615	591
Carbon	23,075	6,582	3,533	258	228	2,855	2,629
Carter	3,013	1,085	307	157	44	106	4
Chouteau	15,533	4,334	1,057	250	500	4,409	446
Custer	79,663	30,087	9,305	6,362	1,306	4,904	3,364
Daniels	6,663	1,665	898	140	180	1,769	778
Dawson	52,753	14,247	4,753	4,614	1,979	7,980	2,822
Deer Lodge	41,529	13,865	4,800	774	1,015	10,237	3,745
Fallon	12,449	3,536	1,091	638	206	3,110	358
Fergus	51,764	10,964	4,853	3,462	1,974	11,593	1,809
Flathead	442,628	102,799	51,976	49,074	22,836	99,637	8,764
Gallatin	386,351	74,098	37,428	25,196	18,618	77,972	17,940
Garfield	5,190	1,080	417	191	27	76	233
Glacier	49,730	11,434	4,549	2,647	1,291	9,415	1,596
Golden Valley	1,875	1,102	382	10	39	106	3
Granite	7,840	2,023	976	22	91	1,260	137
Hill	93,262	26,399	8,949	10,175	4,344	16,082	2,018
Jefferson	17,829	6,876	3,697	312	235	1,456	80
Judith Basin	3,426	631	812	351	147	631	5
Lake	93,769	29,012	9,543	2,577	2,132	15,865	4,555
Lewis and Clark	325,293	85,087	34,496	38,006	16,871	47,421	8,965
Liberty	7,218	2,783	593	14	60	995	936
Lincoln	81,171	28,665	7,654	3,340	2,111	15,719	2,467
McCone	7,271	3,249	511	144	91	730	158
Madison	16,256	4,232	2,811	168	135	756	683
Meagher	5,751	2,168	1,250	8	31	1,211	176
Mineral	14,731	3,823	2,237	38	149	997	587
Missoula	631,690	122,896	64,536	79,579	32,809	141,490	10,794
Musselshell	14,061	3,930	1,376	609	546	2,203	10

MONT. (cont.)

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
Park	12.0	.0048	35.1	7.6	17.9	20.0	30.1	5.1
Petroleum	.6	.0002	32.7	8.5	15.7	19.3	27.0	.2
Phillips	5.4	.0022	33.6	9.0	15.0	18.8	29.1	2.1
Pondera	6.8	.0027	33.6	8.3	15.0	20.3	27.6	2.6
Powder River	2.2	.0009	32.9	7.7	18.2	19.9	26.3	.9
Powell	7.1	.0028	33.5	10.3	20.3	21.4	25.7	2.4
Prairie	1.7	.0007	36.9	6.4	14.6	18.7	34.0	.7
Ravalli	27.1	.0109	35.4	6.3	15.9	22.4	28.2	10.2
Richland	11.9	.0047	30.2	11.7	17.6	18.0	23.6	4.2
Roosevelt	11.0	.0044	30.3	9.4	17.0	18.3	23.7	3.7
Rosebud	11.9	.0048	28.0	9.9	18.9	19.8	16.9	4.1
Sanders	9.0	.0036	34.7	6.8	16.1	21.0	28.5	3.8
Sheridan	5.0	.0020	36.4	9.1	14.7	18.6	33.2	2.0
Silver Bow	33.9	.0136	35.3	9.0	15.1	19.3	31.1	14.1
Stillwater	6.7	.0026	36.3	6.7	16.1	19.7	32.2	2.7
Sweet Grass	3.1	.0013	39.1	6.4	13.8	20.7	35.3	1.2
Teton	6.4	.0025	36.4	6.8	14.1	20.7	31.4	2.5
Toole	5.2	.0021	33.4	9.2	16.1	18.9	28.6	2.2
Treasure	.9	.0004	35.5	7.4	15.6	21.4	29.3	.4
Valley	9.0	.0036	32.7	8.3	15.9	20.5	25.9	3.6
Wheatland	2.2	.0009	37.1	6.5	15.0	19.7	33.2	.9
Wibaux	1.3	.0005	32.8	7.6	17.0	17.2	29.1	.5
TOTAL METRO COUNTIES	**194.7**	**.0780**	**31.7**	**11.2**	**18.4**	**21.2**	**22.7**	**76.5**
TOTAL STATE	**814.3**	**.3260**	**32.1**	**10.6**	**18.0**	**20.4**	**24.3**	**318.2**

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
Park	65,035	20,733	6,174	670	1,159	11,471	2,290
Petroleum	799	448	55	7	25	62	2
Phillips	21,107	5,466	2,318	933	207	4,098	1,678
Pondera	26,043	5,945	2,047	551	856	10,454	1,198
Powder River	3,866	131	579	14	62	1,033	132
Powell	23,857	7,882	2,591	706	59	6,527	558
Prairie	1,814	215	380	7	27	361	193
Ravalli	88,509	30,361	9,475	2,330	2,732	13,550	3,558
Richland	54,924	8,257	5,719	4,388	2,985	13,607	2,671
Roosevelt	51,974	15,686	2,985	1,182	582	9,185	1,384
Rosebud	37,105	12,463	3,492	683	530	8,830	584
Sanders	24,516	10,375	2,613	397	263	1,473	1,335
Sheridan	23,951	5,967	3,469	399	1,677	2,370	867
Silver Bow	221,029	46,129	28,513	16,744	14,627	45,018	12,099
Stillwater	33,136	6,589	2,639	536	398	4,777	643
Sweet Grass	15,463	2,742	1,844	22	375	3,838	517
Teton	16,171	3,836	1,021	166	237	6,323	825
Toole	19,224	7,270	2,905	12	470	1,657	1,485
Treasure	884	188	310	1	6	14	
Valley	41,438	10,512	4,035	3,110	1,065	7,644	2,082
Wheatland	5,733	2,339	546	12	55	775	5
Wibaux	860	56	130	7	26	66	2
TOTAL METRO COUNTIES	**1,528,534**	**324,216**	**157,291**	**198,509**	**86,720**	**365,613**	**29,581**
TOTAL STATE	**4,904,084**	**1,161,006**	**515,498**	**462,869**	**227,520**	**1,021,461**	**142,691**

EFFECTIVE BUYING INCOME—1989

% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
BILLINGS	**1,327,434**	**22,797**	**24.4**	**30.4**	**15.6**	**10.3**	**.0466**
Yellowstone	1,327,434	22,797	24.4	30.4	15.6	10.3	.0466
• Billings	949,395	21,556	25.4	27.9	14.8	10.5	.0366
SUBURBAN TOTAL	378,039	25,155	21.7	37.1	17.4	10.0	.0100
GREAT FALLS	**868,443**	**21,945**	**25.8**	**29.7**	**15.5**	**9.5**	**.0290**
Cascade	868,443	21,945	25.8	29.7	15.5	9.5	.0290
• Great Falls	676,274	22,244	24.5	29.0	16.2	10.0	.0238
SUBURBAN TOTAL	192,169	21,098	30.4	32.0	13.0	7.9	.0052
OTHER COUNTIES							
Beaverhead	77,909	18,035	28.7	27.7	9.7	7.5	.0023
Big Horn	77,564	18,895	28.3	28.1	11.9	7.4	.0028
Blaine	44,606	13,272	29.3	22.9	5.1	3.3	.0017
Broadwater	33,570	16,271	36.3	24.4	8.9	4.4	.0009
Carbon	72,490	15,973	32.1	27.2	6.5	4.5	.0021
Carter	10,069	12,316	29.5	20.7	4.7	3.3	.0005
Chouteau	53,468	17,944	32.8	27.7	9.9	7.2	.0016
Custer	116,767	16,770	27.4	25.7	10.6	6.4	.0042
Daniels	26,231	19,769	28.4	27.3	12.3	9.8	.0007
Dawson	109,659	23,137	24.2	33.0	16.5	8.3	.0033
Deer Lodge	97,995	20,505	24.4	33.5	12.9	4.9	.0030
Fallon	41,592	25,846	21.7	32.0	17.6	12.7	.0012
Fergus	101,644	15,039	30.7	24.1	8.0	5.4	.0034
Flathead	647,957	21,929	25.6	32.4	13.0	9.2	.0224
Gallatin	548,983	21,921	26.2	29.4	14.2	10.7	.0190
Garfield	13,859	16,182	35.7	19.7	10.8	7.7	.0004
Glacier	100,152	19,307	27.3	23.4	15.9	9.4	.0032
Golden Valley	7,491	14,941	34.0	23.5	6.3	4.5	.0004
Granite	26,020	18,000	26.4	27.4	12.2	6.2	.0006
Hill	208,112	23,035	25.8	25.7	17.7	12.5	.0063
Jefferson	74,308	18,910	31.4	31.8	9.6	5.2	.0021
Judith Basin	25,905	19,395	29.2	28.0	10.2	9.5	.0007
Lake	175,383	15,603	31.2	25.5	8.1	4.4	.0061
Lewis and Clark	547,803	22,464	25.9	30.2	16.2	9.2	.0178
Liberty	27,539	19,000	29.9	24.5	11.3	11.5	.0008
Lincoln	160,453	20,128	27.2	34.5	11.9	4.0	.0053
McCone	17,420	15,000	30.8	26.1	6.8	3.3	.0007
Madison	49,746	17,000	31.5	24.3	12.0	6.0	.0013
Meagher	15,246	13,857	31.6	24.0	5.1	4.1	.0005
Mineral	32,557	18,148	28.8	34.0	8.4	1.6	.0011
Missoula	908,208	21,563	26.1	29.6	14.0	10.0	.0312
Musselshell	34,896	15,435	29.9	26.5	8.6	3.5	.0011
Park	128,257	19,760	27.8	29.9	13.6	6.0	.0040
Petroleum	5,003	16,778	35.5	20.5	8.5	7.0	.0001
Phillips	46,016	16,956	29.6	28.6	8.0	4.6	.0015
Pondera	69,214	20,547	25.0	30.6	12.3	8.2	.0021
Powder River	18,510	15,200	34.7	26.2	8.2	4.1	.0005
Powell	52,686	17,314	33.8	28.7	7.9	4.7	.0017
Prairie	11,363	11,962	32.8	16.9	4.9	3.1	.0004
Ravalli	218,369	16,470	30.6	26.4	9.5	4.3	.0070
Richland	148,721	28,840	16.7	29.3	19.5	19.6	.0042
Roosevelt	101,949	20,957	28.2	30.6	11.6	10.2	.0034
Rosebud	114,703	22,308	24.4	23.7	20.8	9.1	.0033
Sanders	74,655	14,864	34.6	24.2	7.2	3.0	.0022
Sheridan	59,980	22,745	23.7	30.3	13.9	12.7	.0017
Silver Bow	364,463	20,121	23.6	28.1	13.9	8.3	.0123
Stillwater	61,229	18,027	29.5	26.8	13.3	4.4	.0020
Sweet Grass	22,553	13,437	33.7	21.9	6.8	2.9	.0008
Teton	64,493	19,543	27.0	28.5	11.1	9.2	.0017
Toole	59,971	20,114	27.0	28.8	11.5	9.9	.0018
Treasure	7,777	15,154	34.6	24.4	5.8	5.0	.0002
Valley	85,368	18,298	28.8	26.2	14.1	5.4	.0028
Wheatland	19,477	16,885	34.5	27.7	6.7	5.7	.0005
Wibaux	10,272	14,647	30.0	24.2	4.4	7.2	.0002
TOTAL METRO COUNTIES	**2,195,877**	**22,438**	**24.9**	**30.1**	**15.6**	**10.0**	**.0756**
TOTAL STATE	**8,426,508**	**20,402**	**26.7**	**29.0**	**13.4**	**8.5**	**.2787**

Nebraska

POPULATION—12/31/89

S&MM ESTIMATES

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
LINCOLN	**212.1**	**.0849**	**30.7**	**16.2**	**19.9**	**18.6**	**22.8**	**84.3**	**1,529,543**	**303,018**	**151,042**	**205,116**	**53,873**	**339,379**	**41,833**
Lancaster	212.1	.0849	30.7	16.2	19.9	18.6	22.8	84.3	1,529,543	303,018	151,042	205,116	53,873	339,379	41,833
• Lincoln	190.8	.0764	30.4	17.3	20.3	17.8	22.9	76.7	1,506,956	301,022	148,031	204,741	53,765	338,358	41,815
SUBURBAN TOTAL	21.3	.0085	33.0	6.9	17.4	25.1	21.4	7.6	22,587	1,996	3,011	375	108	1,021	18
OMAHA	**620.1**	**.2481**	**31.4**	**10.7**	**18.5**	**20.9**	**22.4**	**232.2**	**4,579,452**	**898,620**	**503,323**	**583,713**	**280,048**	**1,098,680**	**128,666**
Douglas	415.1	.1661	31.8	11.0	18.7	19.8	24.2	158.9	3,481,232	694,767	405,874	437,532	263,470	773,446	92,284
• Omaha	373.0	.1493	32.7	11.6	17.1	19.5	26.6	146.3	3,404,079	688,049	392,712	437,460	259,114	748,364	91,666
Sarpy	100.5	.0402	28.3	10.8	20.8	25.4	10.7	33.1	427,704	104,314	43,124	89,331	5,631	75,561	10,321
Washington	16.3	.0065	33.9	9.3	15.4	21.8	26.5	6.1	68,978	7,948	7,195	3,467	1,391	29,662	1,300
Pottawattamie, Iowa	*88.2*	*.0353*	*33.0*	*9.8*	*15.8*	*20.3*	*26.6*	*34.1*	*601,538*	*91,591*	*47,130*	*53,383*	*9,556*	*220,011*	*24,761*
• *Council Bluffs*	*57.2*	*.0229*	*32.7*	*10.8*	*16.2*	*18.7*	*27.6*	*23.1*	*485,449*	*82,269*	*39,438*	*51,491*	*9,009*	*159,445*	*22,437*
SUBURBAN TOTAL	189.9	.0759	29.0	9.0	21.8	24.1	12.8	62.8	689,924	128,302	71,173	94,762	11,925	190,871	14,563
OTHER COUNTIES															
Adams	29.8	.0119	34.0	11.9	15.8	18.3	31.0	12.1	198,761	52,165	20,052	25,709	8,754	42,191	6,168
Antelope	8.3	.0033	36.7	7.3	13.9	17.4	34.6	3.1	29,579	3,514	2,157	81	487	11,632	371
Arthur	.5	.0002	37.2	8.8	12.2	22.0	31.6	.2	759	18	161	2	7	22	1
Banner	.9	.0004	35.9	7.7	14.0	22.5	29.0	.3	36	6	4	1	3	8	
Blaine	.9	.0003	35.5	8.4	12.9	21.9	29.0	.3	1,337	11	47	1	5	227	
Boone	6.8	.0028	37.2	8.0	12.7	17.8	35.0	2.5	36,122	7,150	2,588	262	401	10,682	1,125
Box Butte	14.2	.0057	31.0	11.3	19.0	16.7	25.6	5.2	56,021	15,756	4,692	7,908	1,382	12,254	1,746
Boyd	3.1	.0012	43.8	7.9	11.3	17.0	42.5	1.3	7,893	2,402	726	340	243	608	11
Brown	3.8	.0015	37.5	7.4	13.9	18.8	34.5	1.6	13,948	3,016	1,472	576	433	3,373	482
Buffalo	37.7	.0151	29.4	18.1	16.9	16.3	24.3	13.9	259,153	47,010	30,552	36,699	12,113	49,693	4,806
Burt	8.3	.0033	41.0	6.7	12.7	18.2	39.1	3.4	26,285	5,913	2,282	872	722	6,482	1,467
Butler	9.0	.0036	38.4	7.4	13.0	17.5	36.7	3.4	27,562	7,005	1,662	545	387	6,364	752
Cass	22.9	.0092	34.0	8.6	15.8	21.5	26.9	8.4	49,354	10,071	6,352	701	610	16,761	1,559
Cedar	10.6	.0042	34.8	8.1	12.8	16.0	33.8	3.9	27,239	7,057	2,124	276	573	4,078	837
Chase	4.8	.0020	35.7	7.2	14.2	19.7	31.3	1.9	20,354	4,851	1,015	129	697	4,718	674
Cherry	6.5	.0026	35.7	8.6	14.7	20.9	30.2	2.5	33,743	7,381	3,863	2,089	1,615	10,491	601
Cheyenne	10.1	.0040	36.6	9.2	13.9	18.9	33.2	4.2	208,709	14,615	5,219	8,827	5,678	13,306	4,803
Clay	7.6	.0030	36.8	8.1	13.6	18.7	33.7	2.9	25,485	8,249	2,420	209	347	5,838	321
Colfax	9.1	.0037	38.0	8.2	12.8	17.3	36.3	3.5	34,431	7,599	5,017	1,880	1,252	6,298	1,199
Cuming	11.3	.0045	36.4	8.0	13.1	18.3	33.4	4.1	48,112	9,810	3,400	512	1,051	12,761	925
Custer	12.4	.0050	39.0	6.9	13.6	18.1	37.0	4.9	53,767	14,359	3,382	2,929	772	13,364	1,802
☐ Dakota	18.0	.0072	30.6	9.9	18.5	19.0	22.7	6.6	63,238	14,728	11,335	874	3,729	11,416	1,809
Dawes	9.2	.0037	31.5	17.9	14.6	15.7	29.1	3.5	56,249	11,147	5,291	2,456	789	17,236	1,590
Dawson	21.3	.0085	33.7	8.4	16.4	19.2	28.7	8.1	106,294	27,274	8,121	8,330	2,812	17,919	3,942
Deuel	2.2	.0009	41.5	6.4	11.5	18.4	40.2	1.0	16,720	1,176	2,596	164	646	3,712	454
Dixon	6.6	.0026	36.9	7.8	13.2	17.7	34.6	2.6	14,160	4,814	838	194	174	2,547	467
Dodge	35.7	.0143	35.1	9.8	14.9	19.6	30.5	14.1	265,364	41,723	20,067	37,400	6,016	92,135	8,246
Dundy	2.6	.0011	41.3	7.2	13.5	16.8	40.5	1.2	6,219	2,523	631	10	35	1,644	93
Fillmore	7.3	.0029	39.3	6.6	13.8	18.7	36.9	2.9	19,514	4,641	2,827	850	1,309	4,748	855
Franklin	4.0	.0016	44.6	6.1	11.1	17.6	43.9	1.5	12,051	3,298	993	33	346	1,966	338
Frontier	3.4	.0014	35.9	10.1	14.0	19.9	31.5	1.4	6,475	1,194	729	3	9	2,878	110
Furnas	6.0	.0024	43.2	6.8	12.3	16.5	42.8	2.5	22,029	5,884	1,112	362	642	6,996	956
Gage	23.3	.0093	38.2	8.6	14.6	19.4	35.1	8.9	121,001	24,539	10,197	13,223	3,327	28,672	4,115
Garden	2.7	.0011	42.8	6.4	12.4	20.5	40.6	1.0	6,983	1,981	554	135	31	390	241
Garfield	2.1	.0008	41.2	5.9	11.6	19.7	39.7	.9	12,752	2,143	680	9	156	1,024	269
Gosper	2.0	.0008	38.5	7.4	13.1	20.3	34.6	.8	1,871	491	353	18	60	205	147
Grant	.9	.0004	33.4	8.7	16.2	20.6	26.8	.3	1,967	453	411	3	175	38	1
Greeley	3.1	.0012	37.3	7.5	11.6	17.2	35.4	1.2	6,432	2,312	533	19	71	614	258
Hall	48.5	.0194	32.6	9.3	17.7	19.3	26.4	18.6	425,804	45,826	43,470	93,289	15,625	91,532	6,831
Hamilton	9.3	.0038	34.5	8.0	15.6	19.9	29.3	3.5	27,330	4,828	1,564	1,500	481	7,400	2,702
Harlan	4.0	.0016	41.5	6.3	13.1	18.1	40.2	1.7	13,177	2,806	1,179	440	616	2,844	335
Hayes	1.4	.0005	36.3	7.1	15.3	20.0	31.8	.5	2,309	787	82	2	9	29	1
Hitchcock	3.8	.0015	37.6	7.5	13.8	17.8	35.5	1.5	9,085	1,970	716	24	87	795	96
Holt	13.2	.0053	34.4	8.4	14.6	17.8	31.2	4.9	69,965	13,372	4,282	5,791	1,887	18,481	1,536
Hooker	1.0	.0004	39.3	7.7	13.0	18.8	36.8	.4	4,048	1,903	104	112	38	395	4
Howard	6.5	.0026	36.8	7.0	13.0	19.0	33.4	2.4	16,657	4,426	1,471	44	827	2,112	869
Jefferson	9.0	.0036	40.4	8.5	13.2	18.3	38.6	3.6	44,873	10,074	3,623	6,594	2,050	9,972	1,067
Johnson	4.8	.0019	41.7	6.9	11.6	17.9	40.4	2.0	14,504	1,745	2,095	687	388	2,231	698
Kearney	6.9	.0028	36.8	8.2	14.8	19.9	32.7	2.7	19,862	4,030	2,404	588	403	3,695	347
Keith	9.1	.0036	35.5	8.2	14.7	21.6	29.2	3.6	73,606	13,570	5,903	4,455	973	19,596	819
Keya Paha	1.1	.0005	36.6	7.6	12.9	20.9	31.6	.5	2,737	433	201	4	14	52	2
Kimball	4.5	.0018	35.5	8.5	14.1	20.0	30.8	1.8	22,059	5,124	1,856	1,783	273	6,242	836
Knox	10.5	.0042	38.4	7.4	12.9	17.3	36.7	3.9	32,609	7,399	3,190	604	571	8,144	1,195
Lincoln	33.9	.0136	32.4	9.6	16.9	19.7	26.0	12.7	195,934	33,812	21,740	28,625	7,123	45,831	8,732
Logan	.9	.0003	34.3	7.8	14.5	19.0	30.0	.4	1,891	251	55	180	21	65	2
Loup	.8	.0003	38.6	9.1	10.6	21.1	34.3	.3	1,174	225	280	2	193	34	1
McPherson	.6	.0003	38.5	9.7	10.8	17.8	36.2	.2	984	703	50	1	5	15	
Madison	33.3	.0133	32.9	11.9	16.4	17.6	29.0	12.7	249,199	52,947	22,319	54,823	14,419	42,315	4,527
Merrick	8.5	.0034	35.9	7.7	13.7	19.6	31.7	3.1	33,647	8,316	2,480	602	249	5,845	233
Morrill	5.7	.0023	36.2	8.0	14.2	19.4	32.3	2.4	11,711	2,520	1,106	242	47	5,496	318
Nance	4.3	.0017	38.4	7.5	12.5	17.8	36.2	1.7	7,361	2,522	691	210	279	575	163

NEB. (cont.)

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
Nemaha	8.2	.0033	36.0	11.1	15.5	16.3	34.9	3.2
Nuckolls	6.3	.0025	40.2	7.0	12.6	18.4	38.1	2.5
Otoe	14.7	.0059	39.1	7.3	13.3	18.5	36.9	5.9
Pawnee	3.5	.0014	46.4	5.9	10.9	17.7	45.6	1.5
Perkins	3.8	.0015	37.3	7.2	14.1	18.9	34.3	1.5
Phelps	9.9	.0040	37.2	7.7	15.0	19.5	33.4	3.7
Pierce	8.4	.0033	36.9	8.4	12.7	18.8	33.8	3.1
Platte	30.1	.0121	32.2	9.6	16.7	19.3	26.0	11.0
Polk	5.9	.0024	38.8	6.0	13.7	17.8	37.1	2.3
Red Willow	12.3	.0049	35.1	10.0	14.7	18.6	31.5	4.9
Richardson	10.1	.0040	41.7	7.2	12.4	17.5	40.9	4.2
Rock	2.3	.0009	34.6	7.0	16.7	18.9	30.5	.9
Saline	12.8	.0052	37.9	11.8	13.0	16.8	36.6	4.9
Saunders	19.2	.0077	35.9	7.6	14.6	20.2	31.1	7.1
Scotts Bluff	37.5	.0150	33.3	9.1	16.3	19.2	28.0	14.2
Seward	16.6	.0066	32.5	14.7	14.6	17.9	28.4	6.0
Sheridan	7.3	.0029	37.2	7.5	13.8	18.1	34.6	2.8
Sherman	3.7	.0015	39.9	6.2	11.4	17.9	38.1	1.5
Sioux	1.8	.0007	37.0	7.7	13.9	22.9	30.1	.7
Stanton	6.9	.0028	31.3	8.8	16.4	18.9	25.0	2.5
Thayer	6.8	.0027	41.9	6.5	12.7	17.0	41.4	2.6
Thomas	.9	.0004	33.7	7.9	16.4	21.6	26.3	.4
Thurston	7.3	.0029	32.8	8.4	13.7	18.5	28.4	2.4
Valley	5.5	.0022	39.1	6.9	13.3	17.6	37.5	2.2
Wayne	9.8	.0040	30.4	22.0	12.7	17.0	27.2	3.3
Webster	4.7	.0018	43.1	5.5	10.9	18.6	42.1	2.0
Wheeler	1.0	.0004	32.0	8.9	15.5	17.0	28.3	.4
York	14.9	.0060	34.7	9.6	15.7	19.1	30.4	5.8
TOTAL METRO COUNTIES	**762.0**	**.3049**	**31.0**	**12.4**	**19.2**	**20.2**	**22.1**	**289.0**
TOTAL STATE	**1,606.8**	**.6431**	**32.9**	**10.9**	**17.0**	**19.4**	**27.0**	**613.1**

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
Nemaha	26,751	3,733	3,178	2,622	634	8,530	564
Nuckolls	29,662	9,082	1,983	706	768	3,279	1,783
Otoe	71,670	16,302	7,800	6,270	1,056	17,594	3,017
Pawnee	8,184	3,517	817	30	271	350	438
Perkins	8,938	2,476	404	176	284	835	267
Phelps	49,196	7,421	3,129	1,766	1,700	15,175	2,803
Pierce	26,404	7,369	1,605	456	893	5,270	957
Platte	194,954	42,574	18,893	29,287	5,473	37,256	5,432
Polk	11,529	3,241	1,460	521	76	1,495	430
Red Willow	99,247	19,709	6,978	16,959	3,042	28,229	2,777
Richardson	46,777	9,773	3,193	5,881	1,563	12,755	1,261
Rock	6,256	637	113	196	19	2,475	161
Saline	81,712	13,378	5,899	6,668	10,903	25,820	2,509
Saunders	72,323	10,914	5,319	3,167	3,453	25,496	948
Scotts Bluff	260,460	69,285	19,677	40,237	7,527	58,648	3,210
Seward	58,881	13,649	7,309	9,365	1,565	14,421	2,073
Sheridan	26,965	6,318	2,506	766	1,089	5,043	1,148
Sherman	8,535	1,299	1,032	25	614	1,274	117
Sioux	2,826	231	45	172	17	675	2
Stanton	4,695	1,491	1,047	113	8	25	98
Thayer	29,941	4,996	2,660	175	360	6,986	725
Thomas	2,613	1,062	110	4	13	44	1
Thurston	13,773	4,404	936	20	202	4,258	837
Valley	23,039	5,338	2,002	1,680	251	2,111	1,004
Wayne	43,563	6,995	4,502	4,825	744	11,423	2,207
Webster	10,884	1,670	975	44	495	3,677	457
Wheeler	558	20	112	2	7	25	1
York	94,389	21,397	13,520	14,139	1,433	15,720	1,924
TOTAL METRO COUNTIES	**5,570,695**	**1,124,775**	**618,570**	**736,320**	**328,094**	**1,229,464**	**147,547**
TOTAL STATE	**10,000,677**	**1,996,196**	**1,011,755**	**1,236,951**	**473,262**	**2,225,924**	**267,744**

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	[illegible]	...ls. by EBI Group: ...0,000-$19,999 ...0,000-$34,999 ...35,000-$49,999 ...) $50,000 & Over: [illegible]	B	C	D	Buying Power Index
LINCOLN	**3,103,085**	**27,581**	**20.6**	**28.2**	**18.7**	**18.1**	**.0908**
Lancaster	3,103,085	27,581	20.6	28.2	18.7	18.1	.0908
• Lincoln	2,785,744	27,072	21.1	27.9	18.4	17.7	.0839
SUBURBAN TOTAL	317,341	32,133	15.4	31.7	21.9	22.0	.0069
OMAHA	**8,627,497**	**28,329**	**19.8**	**27.8**	**18.9**	**19.1**	**.2606**
Douglas	6,028,406	28,509	19.5	26.4	18.4	20.5	.1855
• Omaha	5,440,166	27,171	20.6	25.9	17.3	19.8	.1719
Sarpy	1,322,336	31,827	18.1	31.8	22.5	20.8	.0356
Washington	212,968	27,371	20.2	30.1	19.0	15.0	.0057
Pottawattamie, Iowa	*1,063,787*	*24,320*	*23.0*	*29.7*	*17.5*	*11.8*	*.0338*
• Council Bluffs	*689,443*	*22,932*	*24.5*	*29.3*	*16.7*	*10.2*	*.0235*
SUBURBAN TOTAL	2,497,888	32,284	16.3	31.8	23.4	20.6	.0652
OTHER COUNTIES							
Adams	347,595	21,463	24.5	30.0	14.2	9.0	.0111
Antelope	57,578	12,991	29.2	20.7	6.3	3.7	.0021
Arthur	5,129	16,833	29.5	27.0	6.0	9.5	.0001
Banner	7,066	15,111	38.6	23.0	8.0	4.7	.0002
Blaine	4,697	11,067	35.0	14.0	3.3	3.0	.0001
Boone	48,841	12,149	28.8	19.7	4.7	5.1	.0020
Box Butte	144,683	21,915	25.4	32.3	15.2	7.1	.0043
Boyd	17,200	9,247	31.4	10.7	1.8	1.7	.0006
Brown	28,733	12,357	33.2	18.4	4.1	3.9	.0010
Buffalo	407,847	21,301	26.0	29.3	14.2	9.7	.0137
Burt	76,933	16,039	31.6	25.1	7.9	5.6	.0024

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
Butler	71,293	15,255	30.3	25.3	6.7	4.9	.0022
Cass	255,233	24,080	24.6	31.5	17.5	10.0	.0066
Cedar	82,155	13,794	32.0	20.4	6.6	5.5	.0026
Chase	42,064	16,222	29.1	26.2	8.3	5.4	.0014
Cherry	51,648	14,026	38.1	18.4	6.7	4.7	.0018
Cheyenne	123,961	22,466	22.3	28.6	14.9	11.2	.0064
Clay	73,924	19,115	27.4	28.7	11.9	7.1	.0021
Colfax	88,488	18,094	28.2	26.9	10.4	7.7	.0027
Cuming	86,872	15,206	32.0	26.0	6.4	5.2	.0032
Custer	105,464	15,188	32.1	23.7	6.6	5.7	.0035
☐ Dakota	190,258	23,232	22.8	35.2	14.8	8.7	.0054
Dawes	89,077	16,713	27.6	24.2	9.8	8.6	.0030
Dawson	228,827	22,341	25.7	33.6	14.8	7.4	.0070
Deuel	27,454	20,138	29.4	31.1	10.4	8.9	.0009
Dixon	52,970	14,049	31.2	22.4	6.9	4.9	.0016
Dodge	375,891	19,901	26.8	30.2	12.3	7.3	.0132
Dundy	28,958	16,812	28.1	26.0	8.5	6.9	.0008
Fillmore	63,961	16,258	33.5	25.8	8.2	4.7	.0019
Franklin	32,981	15,362	31.2	24.2	6.5	5.5	.0010
Frontier	37,918	19,081	28.5	27.2	10.2	10.1	.0010
Furnas	51,937	14,682	31.8	23.5	7.9	3.3	.0017
Gage	245,769	20,087	27.5	28.6	12.8	8.8	.0077
Garden	24,434	17,065	33.1	26.7	9.5	5.4	.0007
Garfield	13,205	10,467	32.4	14.4	4.8	.7	.0005

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Gosper	22,147	20,368	25.3	28.2	12.8	9.9	.0007
Grant	6,422	16,182	35.1	24.0	11.3	2.3	.0002
Greeley	22,338	11,935	28.0	20.2	4.7	4.6	.0006
Hall	541,486	22,040	25.4	31.3	14.4	9.0	.0195
Hamilton	92,278	19,735	31.1	31.2	10.7	7.3	.0027
Harlan	38,519	16,184	27.6	23.6	10.4	5.5	.0011
Hayes	14,477	18,778	31.6	21.8	13.0	13.0	.0004
Hitchcock	34,990	17,346	31.5	26.9	9.5	5.5	.0010
Holt	92,583	13,486	33.6	21.1	5.9	3.4	.0037
Hooker	6,307	11,474	35.5	17.5	3.3	1.3	.0002
Howard	43,216	13,178	36.6	20.9	5.0	2.5	.0014
Jefferson	90,352	18,057	28.6	27.7	11.5	5.4	.0030
Johnson	48,386	17,062	29.6	26.0	9.3	7.4	.0013
Kearney	78,058	21,015	27.1	29.7	13.2	9.9	.0021
Keith	104,908	22,575	25.1	32.6	14.6	9.4	.0036
Keya Paha	9,940	12,391	33.2	17.0	4.6	6.6	.0003
Kimball	51,698	21,125	26.9	30.0	11.7	10.5	.0016
Knox	83,103	14,574	30.8	21.7	8.5	4.9	.0026
Lincoln	386,822	23,799	22.7	33.0	17.2	9.3	.0120
Logan	6,159	11,222	35.7	13.6	4.5	2.0	.0003
Loup	6,872	16,400	33.7	24.3	8.0	5.7	.0001
McPherson	3,917	13,500	31.0	25.0	1.0	6.0	.0002
Madison	360,899	21,249	25.3	29.4	14.3	9.3	.0126
Merrick	67,064	16,856	30.4	31.1	6.5	3.4	.0021
Morrill	37,870	11,127	31.8	17.5	4.2	1.8	.0012
Nance	36,061	15,137	31.3	24.2	7.6	4.3	.0011
Nemaha	105,853	23,400	21.3	27.1	15.5	15.3	.0027
Nuckolls	50,264	15,190	34.9	23.6	7.1	3.3	.0019
Otoe	159,040	19,736	25.9	29.2	12.2	8.1	.0048
Pawnee	30,968	14,522	30.6	22.4	7.0	5.1	.0009
Perkins	43,972	21,774	23.4	27.2	13.5	12.9	.0011
Phelps	111,695	21,857	24.7	28.2	15.6	10.3	.0034
Pierce	60,987	14,347	34.9	24.5	4.5	4.0	.0020
Platte	313,174	22,585	24.1	32.2	15.2	8.6	.0105
Polk	46,665	14,940	33.4	24.6	7.1	3.7	.0014
Red Willow	130,299	19,265	28.3	27.4	12.8	8.0	.0047
Richardson	79,502	13,191	33.3	19.8	6.6	3.3	.0029
Rock	20,667	16,303	35.4	23.1	8.3	6.3	.0006
Saline	136,634	20,583	24.0	30.5	13.1	7.6	.0045
Saunders	192,587	20,385	27.7	30.2	13.1	7.6	.0058
Scotts Bluff	385,407	19,795	28.3	29.0	12.2	8.4	.0133
Seward	202,032	24,662	22.1	32.0	16.1	13.0	.0055
Sheridan	58,810	14,011	27.3	23.4	6.8	6.1	.0019
Sherman	22,757	11,507	35.3	18.3	2.1	1.4	.0008
Sioux	17,673	17,520	31.8	26.8	8.1	8.1	.0004
Stanton	57,484	17,926	29.6	29.6	10.7	3.8	.0016
Thayer	61,649	17,416	29.1	29.0	8.0	6.2	.0019
Thomas	8,971	15,941	36.2	26.0	6.3	5.3	.0003
Thurston	57,993	16,943	30.6	24.9	8.9	7.5	.0017
Valley	50,871	16,000	31.2	24.2	8.1	6.4	.0016
Wayne	96,681	20,441	26.7	26.8	13.8	10.2	.0031
Webster	38,981	13,485	29.4	22.9	6.4	3.3	.0012
Wheeler	12,099	22,000	27.9	33.5	13.3	9.5	.0003
York	170,164	21,523	26.4	29.0	15.0	9.5	.0054
TOTAL METRO COUNTIES	**10,857,053**	**28,485**	**19.8**	**27.9**	**18.9**	**19.4**	**.3230**
TOTAL STATE	**19,268,590**	**22,811**	**24.0**	**27.8**	**15.1**	**13.1**	**.5959**

Nevada

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)
				18-24 Years	25-34 Years	35-49 Years	50 & Over	
LAS VEGAS	**661.4**	**.2648**	**32.6**	**10.6**	**19.0**	**24.0**	**21.4**	**271.0**
Clark	661.4	.2648	32.6	10.6	19.0	24.0	21.4	271.0
• Las Vegas	220.0	.0881	32.9	10.4	18.4	23.5	22.6	90.6
North Las Vegas	55.6	.0223	26.4	12.8	18.0	20.1	14.5	18.5
SUBURBAN TOTAL	441.4	.1767	32.4	10.8	19.3	24.2	20.7	180.4
RENO	**246.0**	**.0984**	**33.4**	**11.2**	**20.7**	**23.5**	**23.2**	**106.1**
Washoe	246.0	.0984	33.4	11.2	20.7	23.5	23.2	106.1
• Reno	119.0	.0476	34.0	12.8	21.5	21.6	26.1	56.1
Sparks	56.9	.0228	32.1	10.9	21.0	23.4	20.4	22.9
SUBURBAN TOTAL	127.0	.0508	32.8	9.7	20.2	25.2	20.4	50.0
OTHER COUNTIES								
Carson City	40.3	.0161	35.0	9.1	18.4	24.0	26.[illegible]	16.8
Carson City	40.3	.0161	35.0	9.1	18.4	24.0	26.0	16.8
Churchill	17.3	.0069	33.9	10.2	15.4	21.1	27.3	6.7
Douglas	26.9	.0107	34.3	7.3	21.2	24.7	23.8	10.9
Elko	26.8	.0108	32.9	8.6	16.9	23.3	23.2	10.9
Esmeralda	1.2	.0004	37.2	7.9	15.3	21.0	32.6	.3
Eureka	1.5	.0006	32.3	9.9	17.9	22.2	23.0	.5
Humboldt	12.9	.0052	32.3	9.6	18.4	22.7	22.3	4.9
Lander	5.2	.0021	29.1	11.9	20.1	22.3	15.9	2.1
Lincoln	3.8	.0015	30.7	7.6	13.7	18.9	25.2	1.4
Lyon	19.2	.0077	35.6	7.3	15.6	22.1	28.8	7.7
Mineral	6.2	.0025	35.1	7.5	15.1	21.9	28.4	2.7
Nye	16.4	.0065	34.6	9.0	15.7	23.1	26.3	6.7
Pershing	4.3	.0018	34.7	9.7	15.4	21.9	27.7	1.8
Storey	2.0	.0008	35.3	9.7	17.9	24.5	25.9	.6
White Pine	8.1	.0033	36.7	6.8	15.4	20.8	31.7	3.0
TOTAL METRO COUNTIES	**907.4**	**.3632**	**32.8**	**10.8**	**19.6**	**23.8**	**21.8**	**377.1**
TOTAL STATE	**1,099.5**	**.4401**	**33.0**	**10.4**	**19.1**	**23.7**	**22.5**	**454.1**

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
LAS VEGAS	**4,900,188**	**1,044,211**	**565,796**	**581,917**	**212,026**	**1,047,660**	**155,889**
Clark	4,900,188	1,044,211	565,796	581,917	212,026	1,047,660	155,889
• Las Vegas	2,083,211	405,166	219,796	236,797	100,342	442,067	77,408
North Las Vegas	152,712	40,308	19,660	11,453	2,875	39,663	8,960
SUBURBAN TOTAL	2,816,977	639,045	346,000	345,120	111,684	605,593	78,481
RENO	**2,057,009**	**378,697**	**166,611**	**316,171**	**86,267**	**446,560**	**82,184**
Washoe	2,057,009	378,697	166,611	316,171	86,267	446,560	82,184
• Reno	1,489,158	258,741	113,420	209,659	68,446	384,530	50,907
Sparks	380,163	82,848	30,430	98,126	11,697	18,998	27,933
SUBURBAN TOTAL	567,851	119,956	53,191	106,512	17,821	62,030	31,277
OTHER COUNTIES							
Carson City	409,442	94,558	30,276	43,290	23,663	107,325	13,431
Carson City	409,442	94,558	30,276	43,290	23,663	107,325	13,431
Churchill	91,374	23,444	11,881	1,521	902	20,719	6,093
Douglas	114,905	27,274	21,002	248	3,839	7,637	6,207
Elko	136,471	29,055	13,669	5,454	4,373	29,399	11,876
Esmeralda	3,256	281	528	214	24	63	2
Eureka	3,324	1,089	811	11	190	109	4
Humboldt	75,341	15,690	6,478	1,577	1,231	14,174	3,396
Lander	14,758	5,885	1,494	35	135	1,574	883
Lincoln	7,357	2,513	534	1,739	56	333	258
Lyon	61,116	22,393	4,915	899	1,210	5,575	992
Mineral	27,592	9,918	1,523	1,057	105	6,088	723
Nye	51,371	18,166	5,756	529	578	7,062	1,123
Pershing	22,443	5,202	2,111	1,369	26	1,414	244
Storey	7,234	536	3,354	23	95	239	9
White Pine	47,055	5,305	4,561	1,258	1,474	9,515	1,662
TOTAL METRO COUNTIES	**6,957,197**	**1,422,908**	**732,407**	**898,088**	**298,293**	**1,494,220**	**238,073**
TOTAL STATE	**8,030,236**	**[illegible]84,217**	**841,300**	**957,312**	**336,194**	**1,705,446**	**284,976**

NEV. (cont.)

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hsds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
LAS VEGAS	**8,961,678**	**26,812**	**22.4**	**27.8**	**17.8**	**17.7**	**.2746**
Clark	8,961,678	26,812	22.4	27.8	17.8	17.7	.2746
• Las Vegas	2,917,320	25,779	22.0	27.0	17.5	16.8	.0983
North Las Vegas	517,075	23,567	25.5	30.0	17.2	11.1	.0150
SUBURBAN TOTAL	6,044,358	27,323	22.5	28.3	17.9	18.2	.1763
RENO	**3,867,605**	**29,439**	**20.6**	**27.1**	**18.2**	**22.5**	**.1145**
Washoe	3,867,605	29,439	20.6	27.1	18.2	22.5	.1145
• Reno	1,909,420	26,386	23.0	27.4	16.3	19.6	.0645
Sparks	828,316	32,009	19.5	26.7	21.3	23.5	.0238
SUBURBAN TOTAL	1,958,185	32,845	17.9	26.7	20.4	25.8	.0500
OTHER COUNTIES							
Carson City	565,899	28,432	20.8	27.7	18.7	19.5	.0189
Carson City	565,899	28,432	20.8	27.7	18.7	19.5	.0189
Churchill	185,536	21,361	27.0	28.3	12.7	12.3	.0058
Douglas	449,497	32,138	17.0	29.7	21.3	22.9	.0110

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Elko	369,565	27,117	19.6	28.2	17.8	18.6	.0102
Esmeralda	13,978	41,200	13.0	15.3	23.3	36.7	.0003
Eureka	16,352	26,000	21.4	24.8	12.6	20.6	.0004
Humboldt	142,359	20,681	30.6	25.0	14.7	11.9	.0046
Lander	74,998	31,186	16.3	27.4	21.6	21.0	.0017
Lincoln	34,866	20,706	26.6	30.0	12.1	9.6	.0011
Lyon	208,679	22,094	25.4	28.3	15.4	10.8	.0056
Mineral	83,846	25,833	21.2	29.8	16.5	15.2	.0023
Nye	187,879	24,059	22.2	28.0	18.5	11.8	.0051
Pershing	63,654	26,923	17.6	27.2	15.3	22.0	.0017
Storey	20,076	27,917	22.3	27.9	20.3	16.7	.0005
White Pine	111,745	30,490	16.2	26.1	18.3	24.7	.0032
TOTAL METRO COUNTIES	**12,829,283**	**27,555**	**21.9**	**27.6**	**17.9**	**19.1**	**.3891**
TOTAL STATE	**15,358,212**	**27,348**	**21.9**	**27.6**	**17.9**	**18.7**	**.4615**

New Hampshire

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
MANCHESTER–NASHUA	**333.1**	**.1334**	**32.6**	**9.7**	**18.6**	**21.6**	**23.9**	**124.2**
Hillsborough	333.1	.1334	32.6	9.7	18.6	21.6	23.9	124.2
• Manchester	100.6	.0403	33.9	11.4	17.3	18.0	30.0	41.2
• Nashua	80.8	.0323	32.4	10.2	19.1	21.6	23.5	31.5
SUBURBAN TOTAL	151.7	.0608	31.8	8.4	19.1	23.9	20.0	51.5
PORTSMOUTH–DOVER–ROCHESTER	**345.2**	**.1381**	**31.9**	**11.4**	**19.0**	**21.7**	**22.5**	**127.7**
Rockingham	244.7	.0979	32.2	9.6	19.8	22.5	21.9	90.8
• Portsmouth	27.7	.0111	30.1	14.9	20.5	17.6	22.4	10.7
Strafford	100.5	.0402	31.2	15.9	16.6	19.7	24.0	36.9
• Dover	24.7	.0099	33.1	13.9	16.8	19.6	27.1	9.9
• Rochester	25.7	.0103	34.0	9.5	16.6	20.7	27.6	10.0
SUBURBAN TOTAL	267.1	.1068	31.9	11.0	19.1	22.4	21.6	97.1
OTHER COUNTIES								
Belknap	51.2	.0205	34.7	8.4	17.4	20.3	29.2	19.7
Carroll	35.7	.0143	37.6	7.4	16.9	20.1	33.7	15.1
Cheshire	70.6	.0282	33.6	11.4	16.8	20.2	27.5	26.2
Coos	35.1	.0141	35.8	8.4	15.4	19.6	31.4	13.7
Grafton	74.1	.0296	32.3	15.2	17.3	19.1	26.3	27.7
Merrimack	121.4	.0486	33.7	9.6	18.3	20.7	26.9	45.5
Sullivan	40.0	.0160	34.4	8.4	17.2	20.0	28.9	15.9
TOTAL METRO COUNTIES	**678.3**	**.2715**	**32.2**	**10.6**	**18.7**	**21.6**	**23.2**	**251.9**
TOTAL STATE	**1,106.4**	**.4428**	**32.9**	**10.5**	**18.2**	**21.0**	**25.2**	**415.7**

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
MANCHESTER–NASHUA	**3,545,093**	**664,432**	**288,517**	**582,288**	**186,646**	**803,418**	**79,006**
Hillsborough	3,545,093	664,432	288,517	582,288	186,646	803,418	79,006
• Manchester	1,182,288	171,636	113,155	207,798	58,100	311,837	25,606
• Nashua	1,292,401	204,841	82,047	261,136	85,626	349,802	22,929
SUBURBAN TOTAL	1,070,404	287,955	93,315	113,354	42,920	141,779	30,471
PORTSMOUTH–DOVER–ROCHESTER	**3,670,401**	**744,615**	**321,232**	**426,402**	**238,282**	**817,558**	**79,262**
Rockingham	2,903,887	547,173	251,477	355,436	216,720	634,143	59,968
• Portsmouth	589,712	59,239	57,796	69,213	44,320	179,222	6,986
Strafford	766,514	197,442	69,755	70,966	21,562	183,415	19,294
• Dover	288,419	87,984	34,114	22,749	9,018	67,977	6,819
• Rochester	267,694	64,841	18,196	34,707	6,099	54,621	7,696
SUBURBAN TOTAL	2,524,576	532,551	211,126	299,733	178,845	515,738	57,761
OTHER COUNTIES							
Belknap	617,261	136,053	46,232	31,147	36,096	187,361	12,043
Carroll	498,398	96,495	59,888	29,564	29,235	76,589	7,753
Cheshire	739,479	160,305	46,774	49,799	18,767	163,935	12,604
Coos	273,089	61,200	22,563	19,156	8,208	82,843	8,012
Grafton	711,507	141,468	74,620	54,403	38,387	132,240	13,385
Merrimack	1,193,066	265,466	86,537	78,594	34,825	415,149	25,423
Sullivan	260,461	60,640	16,238	23,283	9,776	57,853	5,896
TOTAL METRO COUNTIES	**7,215,494**	**1,409,047**	**609,749**	**1,008,690**	**424,928**	**1,620,976**	**158,268**
TOTAL STATE	**11,508,755**	**2,330,674**	**962,601**	**1,294,636**	**600,222**	**2,736,946**	**243,384**

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N.H. (cont.)

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
MANCHESTER–NASHUA	**5,935,216**	**38,856**	**14.2**	**21.7**	**19.9**	**35.5**	**.1787**
Hillsborough	5,935,216	38,856	14.2	21.7	19.9	35.5	.1787
• Manchester	1,679,848	32,221	18.0	23.5	19.6	26.3	.0542
• Nashua	1,535,153	40,098	13.4	21.4	19.7	37.5	.0523
SUBURBAN TOTAL	2,720,215	43,602	11.5	20.4	20.3	41.6	.0722
PORTSMOUTH–DOVER–ROCHESTER	**5,572,475**	**35,538**	**15.0**	**24.3**	**21.2**	**29.7**	**.1765**
Rockingham	4,049,314	36,565	14.6	23.9	21.5	31.1	.1318
• Portsmouth	407,435	28,155	21.1	29.2	18.4	19.8	.0187
Strafford	1,523,161	32,853	16.1	25.1	20.3	26.3	.0447
• Dover	394,871	32,043	16.5	25.4	19.3	26.0	.0130
• Rochester	388,000	32,483	16.1	26.4	21.3	24.5	.0126
SUBURBAN TOTAL	4,382,169	37,087	14.1	23.4	21.6	31.7	.1322

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
OTHER COUNTIES							
Belknap	672,066	26,358	21.2	29.3	17.9	16.9	.0251
Carroll	507,345	25,131	23.4	29.9	16.3	15.5	.0193
Cheshire	1,001,282	30,015	18.7	27.9	20.6	20.8	.0336
Coos	412,644	24,357	22.6	29.1	17.6	12.3	.0139
Grafton	1,011,659	26,772	21.8	28.7	17.6	18.0	.0337
Merrimack	1,850,260	31,832	17.7	27.2	20.5	24.2	.0586
Sullivan	521,045	26,187	22.7	29.2	18.6	14.9	.0156
TOTAL METRO COUNTIES	**11,507,691**	**37,068**	**14.5**	**23.1**	**20.5**	**32.6**	**.3552**
TOTAL STATE	**17,483,992**	**33,102**	**16.8**	**25.2**	**19.9**	**27.2**	**.5550**

New Jersey

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
ATLANTIC CITY	**316.7**	**.1268**	**37.1**	**9.7**	**15.0**	**18.3**	**34.4**	**126.2**
Atlantic	217.7	.0872	35.9	9.9	15.4	18.9	32.4	84.7
• Atlantic City	36.5	.0146	41.5	9.0	12.5	15.7	41.4	16.1
Cape May	99.0	.0396	40.0	9.0	14.0	17.2	39.0	41.5
SUBURBAN TOTAL	280.2	.1122	36.7	9.8	15.3	18.6	33.5	110.1
BERGEN–PASSAIC	**1,293.1**	**.5176**	**36.8**	**9.2**	**15.8**	**22.5**	**30.5**	**485.2**
Bergen	830.6	.3324	38.0	8.8	15.6	23.0	31.8	316.5
Passaic	462.5	.1852	34.6	9.7	16.4	21.2	28.1	168.7
Clifton	76.7	.0307	41.5	9.3	15.7	18.4	39.8	31.7
Passaic	54.3	.0217	33.1	9.7	16.7	19.8	27.1	21.2
• Paterson	137.6	.0551	30.8	10.3	16.8	19.4	23.5	48.9
Wayne Township	50.5	.0202	37.4	9.1	13.2	26.3	28.1	16.6
SUBURBAN TOTAL	1,155.5	.4625	37.5	9.0	15.7	22.8	31.3	436.3

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
ATLANTIC CITY	**3,027,926**	**623,894**	**390,043**	**277,727**	**153,850**	**503,389**	**84,754**
Atlantic	2,088,424	401,907	230,409	213,106	116,559	392,110	59,644
• Atlantic City	444,924	37,336	62,256	5,795	6,243	81,413	9,814
Cape May	939,502	221,987	159,634	64,621	37,291	211,279	25,110
SUBURBAN TOTAL	2,583,002	586,558	327,787	271,932	147,607	521,976	74,940
BERGEN–PASSAIC	**12,166,208**	**2,394,046**	**977,312**	**1,338,753**	**837,488**	**2,572,871**	**332,202**
Bergen	8,522,546	1,787,545	672,370	827,624	577,692	1,873,409	246,693
Passaic	3,643,662	606,503	304,942	511,129	259,796	699,462	85,509
Clifton	640,628	126,970	67,349	13,580	14,437	185,009	15,838
Passaic	194,798	56,750	10,130	5,285	6,829	15,325	8,806
• Paterson	401,542	99,310	32,925	11,737	50,100	45,093	18,951
Wayne Township	1,218,393	91,807	95,257	395,104	135,432	155,433	14,520
SUBURBAN TOTAL	11,764,666	2,294,738	944,387	1,327,016	787,388	2,527,778	313,251

THE APPLE OF YOUR NEWSPAPER BUY

If you want to cover the New York market with a newspaper buy, get a taste of affluent Bergen/Passaic in North Jersey, where the shoppers are. The best newspaper to reach this lucrative market is The Record. With total readership of 448,700 daily and 606,500 on Sunday, it is by far the dominant print medium in the market. Although New York City newspapers are readily available, duplication with The Record in Bergen/Passaic is minimal, and they cannot provide coverage of this market. To capture the undivided attention of 744,800 Sunday readers in North Jersey, combine The Record and The News Tribune. If your New York media plan is missing them, give National Advertising Manager Chuck Hayes a call at (201) 646-4257.

The Record

Source: The Scarborough Report, 1990
National Representative: Sawyer-Ferguson-Walker Company
The Record and The News Tribune are owned by Macromedia Incorporated.

AD SAT. ADDRESS
TBRN

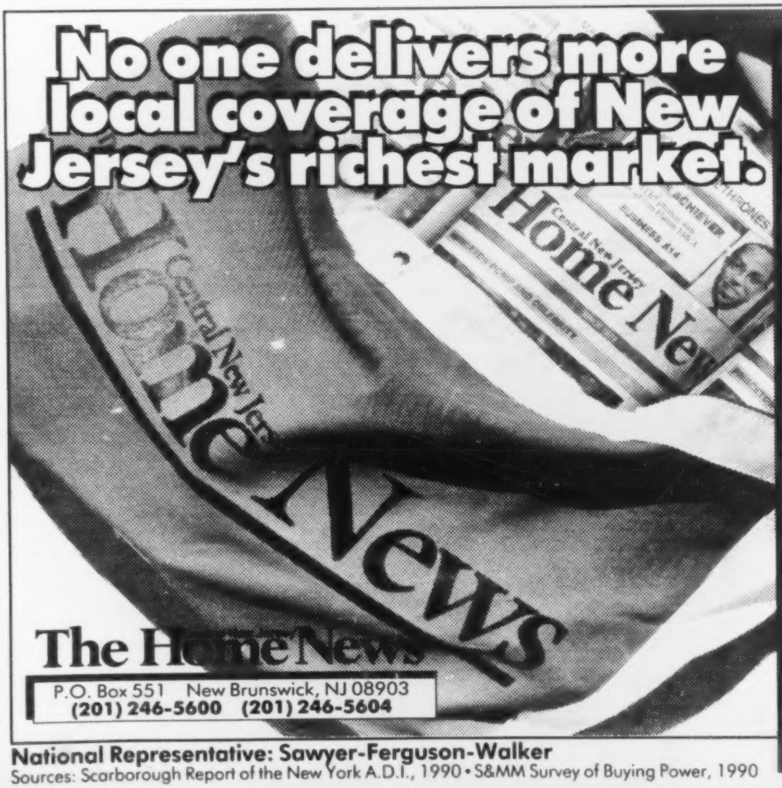
N.J. (cont.)

POPULATION—12/31/89

RETAIL SALES BY STORE GROUP—1989

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
JERSEY CITY	**541.9**	**.2169**	**35.1**	**9.9**	**16.5**	**20.7**	**29.5**	**212.0**	**2,846,316**	**684,269**	**257,810**	**157,828**	**249,215**	**427,770**	**110,022**
Hudson	541.9	.2169	35.1	9.9	16.5	20.7	29.5	212.0	2,846,316	684,269	257,810	157,828	249,215	427,770	110,022
Bayonne	61.6	.0247	38.5	9.6	16.3	18.5	36.1	25.1	230,423	71,849	27,045	3,931	14,689	8,234	15,735
• Hoboken	41.5	.0166	31.3	12.4	19.3	19.3	23.6	15.6	137,495	61,170	23,103	1,831	3,639	2,706	7,199
• Jersey City	215.3	.0862	33.0	10.0	16.7	19.5	27.1	81.3	1,090,030	242,005	83,209	82,486	50,364	272,158	46,177
North Bergen Township	47.0	.0188	38.9	9.0	16.3	21.8	34.2	19.5	215,539	76,858	23,408	7,848	7,628	25,415	5,904
Union City	54.7	.0219	35.8	10.0	15.2	24.0	27.4	21.4	224,034	39,618	19,798	4,390	11,941	41,016	10,219
SUBURBAN TOTAL	285.1	.1141	37.6	9.5	15.9	21.9	32.0	115.1	1,618,791	381,094	151,498	73,511	195,212	152,906	56,646
MIDDLESEX–SOMERSET–HUNTERDON	**991.3**	**.3967**	**34.2**	**10.7**	**17.2**	**23.5**	**25.1**	**254.4**	**8,273,158**	**1,816,308**	**739,071**	**975,845**	**565,621**	**1,643,525**	**200,780**
Hunterdon	103.5	.0414	34.8	8.0	16.9	26.3	23.2	35.7	939,097	206,102	72,963	31,143	57,360	195,017	18,001
Middlesex	656.9	.2629	33.6	11.8	17.5	22.3	25.3	235.5	5,127,038	1,095,049	455,194	753,305	359,384	886,957	135,882
Edison Township	85.7	.0343	34.1	10.4	18.2	23.7	24.7	31.2	910,294	151,042	56,662	120,344	127,111	180,876	23,733
• New Brunswick	41.2	.0165	26.6	27.9	17.0	13.6	22.1	14.5	211,184	18,766	34,320	47,018	3,965	27,550	4,975
Old Bridge Township	57.5	.0230	31.9	10.4	18.4	24.5	19.8	20.2	169,345	39,756	18,989	11,526	4,670	5,263	9,289
• Perth Amboy	37.4	.0150	34.8	9.9	15.8	18.7	31.0	14.3	203,642	50,467	26,462	3,048	9,517	62,956	6,204
Piscataway Township	43.8	.0175	29.2	18.4	19.7	22.8	15.7	14.0	78,515	12,475	23,911	115	4,748	2,612	3,459
Woodbridge Township	95.0	.0380	35.3	10.9	17.4	22.5	28.0	33.6	1,133,022	179,010	82,618	292,714	64,284	133,900	23,961
Somerset	230.9	.0924	35.6	8.8	16.5	25.7	25.5	83.2	2,207,023	515,157	210,914	191,397	148,877	561,551	46,897
SUBURBAN TOTAL	912.7	.3652	34.5	10.0	17.3	24.1	24.9	325.6	7,858,332	1,747,075	678,289	925,779	552,139	1,553,019	189,601
MONMOUTH–OCEAN	**987.0**	**.3950**	**36.4**	**7.9**	**15.5**	**20.9**	**31.2**	**377.4**	**8,505,975**	**1,853,474**	**727,544**	**855,963**	**487,092**	**2,297,693**	**221,861**
Monmouth	565.0	.2261	35.2	8.5	15.9	23.1	27.2	206.8	5,009,394	1,066,369	462,703	515,672	251,256	1,337,388	134,572
Middletown Township	71.4	.0286	34.5	8.3	15.2	24.9	24.3	23.3	392,728	136,059	26,062	49,951	30,014	55,345	17,753


No one delivers more local coverage of New Jersey's richest market.
Central New Jersey
Home News
The Home News

P.O. Box 551 New Brunswick, NJ 08903
(201) 246-5600 (201) 246-5604

National Representative: Sawyer-Ferguson-Walker
Sources: Scarborough Report of the New York A.D.I., 1990 • S&MM Survey of Buying Power, 1990

Central New Jersey, specifically the Middlesex-Somerset-Hunterdon PMSA, is the richest market in New Jersey and the second richest in the nation with a Median Household EBI of $44,455.

Its $19.7 billion in EBI, $8 billion in Total Retail Sales and $1.8 billion in Food Sales can be easily reached by using The Central New Jersey Home News.

We deliver the largest audience of any newspaper serving this prime market exclusively:
117,000 adults every weekday
140,000 adults every Sunday

No wonder when it comes to reaching New Jersey's most affluent residents, advertisers come to The Central New Jersey Home News.

N.J. (cont.)

POPULATION—12/31/89

S&MM ESTIMATES

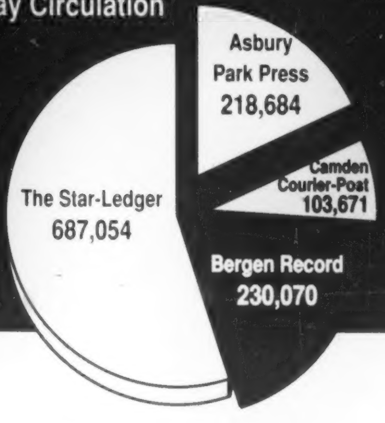
RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
Ocean	422.0	.1689	38.4	7.0	15.0	18.0	36.6	170.6	3,496,581	787,105	264,841	340,291	155,836	960,305	87,289
Brick Township	64.8	.0259	34.7	7.7	17.2	20.3	29.3	24.9	524,800	147,720	26,482	57,900	32,276	93,416	13,646
Dover Township	76.2	.0305	36.1	7.4	15.0	22.3	29.6	28.8	1,233,798	208,958	66,901	222,391	71,981	354,282	21,809
SUBURBAN TOTAL	987.0	.3950	36.4	7.9	15.5	20.9	31.2	377.4	8,505,975	1,853,474	727,544	855,963	407,092	2,297,693	221,861
NEWARK	**1,896.4**	**.7590**	**35.0**	**9.0**	**16.4**	**22.9**	**27.2**	**694.8**	**12,871,622**	**2,829,073**	**1,245,936**	**1,040,943**	**826,230**	**3,044,390**	**369,739**
Essex	840.2	.3363	34.5	9.4	16.2	21.6	27.6	312.1	4,405,080	983,783	497,126	469,237	293,410	670,889	154,011
Bloomfield Township	47.5	.0190	39.0	9.1	17.1	19.6	36.0	19.4	290,792	64,263	25,994	1,983	12,147	70,836	14,367
East Orange	78.4	.0314	32.5	9.9	18.9	21.7	23.5	30.6	138,465	43,993	18,449	1,842	3,215	17,513	5,679
Irvington Township	62.1	.0249	34.9	8.8	18.6	19.6	30.3	26.3	195,185	30,244	16,210	12,016	8,499	45,129	11,231
• Newark	317.4	.1270	30.6	10.3	15.8	21.0	22.0	112.6	829,231	167,690	169,151	75,535	60,534	38,932	40,795
Morris	424.0	.1697	34.6	8.7	17.0	25.9	23.4	148.5	4,100,308	948,172	364,480	399,083	237,527	1,045,369	85,065
Parsippany–Troy Hills Township	49.2	.0197	33.1	9.5	21.5	26.0	20.0	18.6	345,088	97,652	37,782	26,458	21,112	86,447	9,041
Sussex	132.8	.0532	32.1	7.2	20.0	23.8	20.4	45.8	828,278	235,888	62,079	38,234	25,938	225,355	22,348
Union	499.4	.1998	37.5	9.0	15.4	21.9	31.9	188.4	3,537,956	661,230	322,251	134,389	269,355	1,102,777	108,315
• Elizabeth	105.8	.0423	35.4	10.0	16.4	20.9	29.7	41.3	520,776	131,483	50,459	9,794	30,962	126,427	18,413
Plainfield	46.2	.0185	32.4	9.7	17.8	21.8	23.6	16.7	196,920	28,267	26,201	40,031	13,356	24,908	6,540
Union Township	51.0	.0204	43.3	9.1	13.2	19.6	41.4	19.9	616,066	100,251	50,143	33,305	90,866	136,520	19,417
SUBURBAN TOTAL	1,473.2	.5897	35.9	8.6	16.6	23.3	28.2	540.9	11,521,615	2,529,900	1,026,326	955,614	734,734	2,879,031	310,531
TRENTON	**332.1**	**.1330**	**34.7**	**11.2**	**16.6**	**21.4**	**28.1**	**121.6**	**2,626,152**	**534,818**	**263,849**	**276,584**	**158,010**	**575,894**	**78,953**
Mercer	332.1	.1330	34.7	11.2	16.6	21.4	28.1	121.6	2,626,152	534,818	263,849	276,584	158,010	575,894	78,953
Hamilton Township	88.9	.0356	36.4	9.1	17.0	22.0	30.2	33.5	657,404	202,497	50,015	46,351	22,704	165,104	27,755
• Trenton	92.5	.0370	32.9	10.3	17.0	17.9	28.6	34.8	267,591	58,531	48,753	11,560	28,757	14,140	10,933
SUBURBAN TOTAL	239.6	.0960	35.4	11.5	16.5	22.8	27.8	86.8	2,358,561	476,287	215,096	265,024	129,253	561,754	68,020

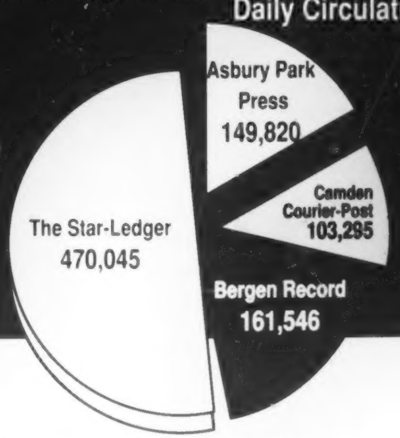
#1 Circulation in New Jersey

The Star-Ledger dominates New Jersey with more daily and Sunday circulation than the next 3 newspapers in the state, *combined.*

Sunday Circulation



Daily Circulation



For more information about *The Star-Ledger's selling power* contact Fred Marks, National Advertising Manager, at (201) 877-5864.

The Star-Ledger
THE NEWSPAPER FOR NEW JERSEY

Star-Ledger Plaza, Newark, NJ 07101
Represented by Newhouse Newspapers
Source: ABC FasFax 3/31/90

N.J. (cont.)

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
VINELAND–MILLVILLE–BRIDGETON	141.6	.0567	33.7	8.9	16.1	20.6	27.3	49.4
Cumberland	141.6	.0567	33.7	8.9	16.1	20.6	27.3	49.4
• Bridgeton	19.3	.0077	32.8	9.8	14.7	16.9	30.0	7.0
• Millville	26.5	.0106	33.4	9.2	17.0	20.2	27.0	10.3
• Vineland	56.0	.0224	33.8	8.9	16.2	21.1	26.9	19.1
SUBURBAN TOTAL	39.8	.0160	34.3	8.4	15.8	22.1	26.9	13.0
OTHER COUNTIES								
☐ Burlington	408.7	.1636	32.2	10.9	17.7	23.1	21.8	139.9
☐ Camden	502.6	.2012	33.5	9.5	16.9	20.9	26.5	185.3
• Camden	82.8	.0331	28.6	10.4	14.7	17.0	23.6	29.3
Cherry Hill Township	74.3	.0297	37.0	7.8	13.0	27.4	26.5	25.4
Gloucester Township	52.5	.0210	30.7	9.8	21.9	21.7	18.9	18.7
☐ Gloucester	220.2	.0881	32.0	10.4	17.6	21.4	23.4	76.8
☐ Salem	67.5	.0270	34.3	8.6	15.9	21.0	27.9	24.8
☐ Warren	90.7	.0363	34.7	8.6	16.8	21.7	27.9	33.6
TOTAL METRO COUNTIES	7,789.8	3.1179	35.0	9.4	16.4	22.0	28.1	2,881.4
TOTAL STATE	7,789.8	3.1179	35.0	9.4	16.4	22.0	28.1	2,881.4

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
VINELAND–MILLVILLE–BRIDGETON	1,010,897	238,613	65,840	103,563	31,842	307,140	32,691
Cumberland	1,010,897	238,613	65,840	103,563	31,842	307,140	32,691
• Bridgeton	181,054	42,025	13,393	8,307	1,535	50,328	10,985
• Millville	191,050	33,497	12,518	3,123	6,593	109,382	3,398
• Vineland	576,543	138,593	35,380	88,242	20,543	140,366	18,073
SUBURBAN TOTAL	62,250	24,498	4,549	3,891	3,171	7,064	235
OTHER COUNTIES							
☐ Burlington	3,371,846	631,240	286,037	405,707	145,660	1,064,768	84,000
☐ Camden	3,401,412	712,521	292,994	390,333	259,657	536,372	126,736
• Camden	162,507	36,970	22,837	5,883	3,284	7,521	13,603
Cherry Hill Township	1,136,564	163,640	86,080	181,938	100,383	257,185	22,359
Gloucester Township	164,323	93,039	9,083	6,403	4,184	3,981	2,229
☐ Gloucester	1,800,303	362,098	123,914	272,307	74,776	482,861	41,242
☐ Salem	365,850	56,442	36,938	22,975	16,884	121,272	14,801
☐ Warren	703,950	167,334	43,214	43,462	25,061	176,079	24,399
TOTAL METRO COUNTIES	60,971,615	12,904,132	5,450,502	6,161,990	3,751,386	12,854,024	1,722,180
TOTAL STATE	60,971,615	12,904,132	5,450,502	6,161,990	3,751,386	12,854,024	1,722,180

WE'VE GOT YOUR NUMBER

National ranking of Monmouth-Ocean, NJ
#13 in average household EBI
#46 in total retail sales
#46 in number of households
#47 in population

©1989 S&MM Survey of Buying Power Data Service

Whatever you're selling, there's a market for you in Monmouth-Ocean. And we've got the numbers to prove it. Check out our listing. Then contact us to find out how you can get a piece of the action. Call Tom Sferlazzo at **(201) 922-6000, Ext. 3801.** Or Sawyer-Ferguson-Walker.

ASBURY PARK PRESS
The most effective way to reach Monmouth-Ocean

Affluent...Desirable ...Prime...Somerset County!

Somerset County is a desirable, affluent county for both residents and retailers. Let the power of The Courier-News help you reach this market.

- Affluent...average household EBI of $64,082, which is second highest in New Jersey.
- Desirable...with total retail sales of more than $2.2 billion
- Total population 225,900. Forty-eight percent of these people are between the ages of 25-54, the prime spending years.

The Courier-News can deliver 100% penetration of this significant market.

Call Tom Geonnotti, Advertising Director, 201-707-3002, today.

SOURCE: S&MM, Survey of Buying Power, 1990

The Courier-News

GANNETT
A WORLD OF DIFFERENT VOICES WHERE FREEDOM SPEAKS

N.J. (cont.)

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over — A	B	C	D	Buying Power Index
ATLANTIC CITY	**4,342,763**	**24,228**	**23.7**	**25.9**	**15.7**	**17.0**	**.1441**
Atlantic	2,961,042	24,974	22.3	25.3	16.7	17.6	.0988
• Atlantic City	404,287	15,740	27.5	21.6	9.8	8.8	.0168
Cape May	1,381,721	22,950	26.3	27.1	13.7	15.7	.0453
SUBURBAN TOTAL	3,938,476	25,600	23.0	26.6	16.6	18.1	.1273
BERGEN–PASSAIC	**26,051,651**	**40,808**	**13.1**	**19.3**	**18.1**	**39.7**	**.7117**
Bergen	18,736,249	45,611	11.4	17.9	17.9	45.5	.5000
Passaic	7,315,402	32,860	16.6	21.8	18.3	28.8	.2117
Clifton	1,488,664	36,737	15.7	21.4	20.0	32.7	.0399
Passaic	697,077	22,595	21.7	23.8	15.0	16.3	.0183
• Paterson	1,550,717	22,290	22.4	24.2	14.9	15.2	.0416
Wayne Township	1,081,756	53,107	6.9	15.8	18.8	53.8	.0417
SUBURBAN TOTAL	24,500,934	43,238	12.1	18.7	18.4	42.5	.6701
JERSEY CITY	**7,206,381**	**24,694**	**20.7**	**24.1**	**15.8**	**18.4**	**.2026**
Hudson	7,206,381	24,694	20.7	24.1	15.8	18.4	.2026
Bayonne	976,817	29,392	18.4	23.5	18.1	23.8	.0238
• Hoboken	473,600	20,684	23.5	24.3	13.3	13.8	.0129
• Jersey City	2,558,836	22,210	22.7	24.3	13.8	16.0	.0752
North Bergen Township	720,389	28,837	17.6	23.4	19.0	21.4	.0185
Union City	635,152	21,568	24.0	25.4	14.7	13.2	.0179

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over — A	B	C	D	Buying Power Index
SUBURBAN TOTAL	4,173,945	27,226	18.8	24.2	17.5	20.6	.1145
MIDDLESEX–SOMERSET–HUNTERDON	**19,693,190**	**44,455**	**10.9**	**18.6**	**20.0**	**43.2**	**.5230**
Hunterdon	2,131,673	47,004	9.7	17.9	19.4	46.7	.0570
Middlesex	12,229,910	42,180	11.7	19.6	20.6	39.9	.3279
Edison Township	1,781,894	46,225	8.3	19.8	21.4	45.3	.0498
• New Brunswick	548,637	25,060	22.6	24.1	15.6	19.2	.0153
Old Bridge Township	1,052,501	43,696	10.3	19.4	22.6	41.3	.0236
• Perth Amboy	521,421	26,513	19.3	23.1	16.8	21.1	.0145
Piscataway Township	787,934	45,583	9.5	19.0	22.7	43.7	.0169
Woodbridge Township	1,795,450	44,653	10.5	18.4	22.0	42.8	.0547
Somerset	5,331,607	51,181	9.1	16.2	18.2	51.0	.1381
SUBURBAN TOTAL	18,623,132	46,046	10.0	18.2	20.2	45.3	.4932
MONMOUTH–OCEAN	**18,042,119**	**35,845**	**16.5**	**22.1**	**18.2**	**33.0**	**.5017**
Monmouth	10,909,820	39,796	14.0	19.7	17.7	38.7	.2984
Middletown Township	1,468,366	51,253	8.7	15.1	17.8	51.5	.0349
Ocean	7,132,299	31,632	19.6	25.0	18.9	26.0	.2033
Brick Township	1,120,077	36,701	15.9	22.9	21.9	30.7	.0314
Dover Township	1,322,813	35,372	17.6	22.4	19.3	31.3	.0477
SUBURBAN TOTAL	18,042,119	35,845	16.5	22.1	18.2	33.0	.5017

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The Press OF ATLANTIC CITY

N.J. (cont.)

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
NEWARK	**34,773,475**	**37,359**	**14.1**	**20.2**	**17.1**	**35.9**	**.9048**
Essex	13,759,776	29,884	17.1	21.1	15.0	28.6	.3533
Bloomfield Township	907,454	37,327	15.1	22.3	19.2	34.3	.0227
East Orange	1,097,163	25,424	20.2	24.6	14.9	20.7	.0254
Irvington Township	940,251	27,221	18.1	26.1	17.0	20.7	.0227
● Newark	3,290,848	19,385	22.2	22.0	12.8	14.1	.0899
Morris	9,575,443	52,167	8.2	16.2	18.2	52.8	.2510
Parsippany-Troy Hills Township	1,101,269	48,459	7.7	19.7	20.4	48.3	.0267
Sussex	2,399,509	42,601	10.7	20.4	22.6	39.7	.0614
Union	9,038,747	36,703	14.7	21.7	18.4	33.9	.2391
● Elizabeth	1,454,545	25,951	20.2	26.0	17.1	18.0	.0397
Plainfield	678,939	31,121	17.2	24.1	17.9	26.2	.0175
Union Township	929,250	37,919	14.8	21.6	19.4	34.7	.0289
SUBURBAN TOTAL	30,028,082	42,642	12.0	19.3	18.1	41.8	.7752
TRENTON	**6,335,927**	**39,025**	**14.2**	**20.1**	**17.8**	**37.3**	**.1687**
Mercer	6,335,927	39,025	14.2	20.1	17.8	37.3	.1687
Hamilton Township	1,680,963	41,870	12.2	20.3	21.1	39.2	.0441
● Trenton	1,236,827	25,130	21.4	23.7	15.9	19.3	.0309
SUBURBAN TOTAL	5,099,100	45,122	11.4	18.6	18.6	44.5	.1378

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
VINELAND–MILLVILLE–BRIDGETON	**1,793,191**	**27,115**	**20.3**	**27.2**	**17.6**	**19.0**	**.0562**
Cumberland	1,793,191	27,115	20.3	27.2	17.6	19.0	.0562
● Bridgeton	209,748	21,743	22.3	28.9	12.6	12.8	.0079
● Millville	375,497	28,791	19.1	27.2	19.3	19.1	.0112
● Vineland	728,321	28,151	20.4	26.5	18.3	20.7	.0256
SUBURBAN TOTAL	479,625	27,708	20.1	26.8	18.2	19.9	.0115
OTHER COUNTIES							
☐ Burlington	6,941,755	38,701	13.8	22.7	21.1	34.8	.1970
☐ Camden	7,641,787	31,323	17.4	23.7	18.2	26.4	.2157
● Camden	703,347	16,356	26.6	22.3	11.1	7.9	.0202
Cherry Hill Township	1,537,132	50,622	9.5	16.0	17.7	50.7	.0491
Gloucester Township	811,243	35,633	14.3	25.6	22.6	28.6	.0194
☐ Gloucester	3,092,884	33,297	16.6	25.1	22.6	24.2	.0960
☐ Salem	1,090,509	36,087	16.3	20.5	20.9	30.5	.0284
☐ Warren	1,373,758	32,251	17.3	26.5	20.6	24.5	.0404
TOTAL METRO COUNTIES	**138,379,390**	**36,201**	**15.2**	**21.3**	**18.1**	**33.6**	**3.7903**
TOTAL STATE	**138,379,390**	**36,201**	**15.2**	**21.3**	**18.1**	**33.6**	**3.7903**

New Mexico

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
ALBUQUERQUE	**503.1**	**.2014**	**31.1**	**11.7**	**19.7**	**21.3**	**21.0**	**194.5**
Bernalillo	503.1	.2014	31.1	11.7	19.7	21.3	21.0	194.5
● Albuquerque	382.3	.1530	31.4	11.8	20.3	21.1	21.6	153.4
SUBURBAN TOTAL	120.8	.0484	29.9	11.4	18.2	21.8	18.8	41.1
LAS CRUCES	**134.2**	**.0537**	**28.3**	**14.6**	**16.7**	**19.6**	**19.2**	**46.3**
Dona Ana	134.2	.0537	28.3	14.6	16.7	19.6	19.2	46.3
● Las Cruces	58.6	.0235	30.5	13.7	16.8	19.9	22.6	23.0
SUBURBAN TOTAL	75.6	.0302	26.6	15.2	16.6	19.4	16.6	23.3
SANTA FE	**113.5**	**.0455**	**32.4**	**8.5**	**19.5**	**23.8**	**21.0**	**43.7**
Los Alamos	19.3	.0077	35.6	5.4	15.7	31.4	20.0	7.4
Santa Fe	94.2	.0378	31.8	9.1	20.2	22.3	21.3	36.3
● Santa Fe	59.9	.0240	32.8	9.1	19.6	22.4	23.2	24.2
SUBURBAN TOTAL	53.6	.0215	31.9	7.8	19.5	25.4	18.5	19.5
OTHER COUNTIES								
Catron	2.9	.0012	34.2	7.6	15.7	20.6	28.1	.9
Chaves	57.4	.0229	34.0	9.6	14.5	18.7	29.8	21.6
Cibola	22.3	.0090	31.3	8.6	16.8	22.0	21.7	7.1
Colfax	13.6	.0054	32.9	8.7	15.4	18.9	27.9	5.0
Curry	43.4	.0174	29.5	12.3	16.9	19.6	21.2	16.0
De Baca	2.3	.0009	42.0	6.1	12.3	20.0	39.8	1.1
Eddy	51.7	.0207	32.6	9.3	15.6	18.7	27.5	18.5
Grant	28.1	.0113	31.4	9.0	15.9	19.7	24.5	9.8
Guadalupe	4.2	.0016	31.4	9.5	14.3	19.9	25.0	1.5
Harding	.9	.0004	38.7	7.2	15.3	15.9	37.4	.4
Hidalgo	6.0	.0024	29.4	8.9	16.2	18.4	22.4	2.0
Lea	60.0	.0240	29.9	10.3	16.5	20.1	21.5	21.3
Lincoln	14.4	.0058	34.6	7.3	17.8	21.0	28.3	5.8
Luna	17.8	.0071	37.3	7.4	11.8	17.9	35.0	6.5
McKinley	69.3	.0278	24.9	11.3	17.2	18.9	13.7	19.6
Mora	4.6	.0018	33.1	8.6	14.0	17.2	30.2	1.5
Otero	51.4	.0206	28.7	13.2	18.1	21.2	17.5	17.8
Quay	11.2	.0045	36.0	7.2	13.8	19.8	31.7	4.4
Rio Arriba	34.4	.0137	29.0	10.0	16.6	19.7	20.4	11.2
Roosevelt	16.2	.0065	30.8	17.0	14.2	17.4	26.6	6.2

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
ALBUQUERQUE	**3,828,360**	**627,262**	**426,897**	**548,608**	**226,451**	**976,921**	**133,885**
Bernalillo	3,828,360	627,262	426,897	548,608	226,451	976,921	133,885
● Albuquerque	3,606,664	570,329	393,635	535,661	219,126	947,792	128,978
SUBURBAN TOTAL	221,696	56,933	33,262	12,947	7,325	29,129	4,907
LAS CRUCES	**573,916**	**115,291**	**62,650**	**85,396**	**25,294**	**111,220**	**16,512**
Dona Ana	573,916	115,291	62,650	85,396	25,294	111,220	16,512
● Las Cruces	496,450	96,221	52,732	68,378	23,560	103,274	14,292
SUBURBAN TOTAL	77,466	19,070	9,918	17,018	1,734	7,946	2,220
SANTA FE	**827,269**	**130,163**	**107,605**	**96,622**	**39,415**	**130,734**	**29,314**
Los Alamos	78,054	32,485	9,916	3,163	326	1,292	3,032
Santa Fe	749,215	97,678	97,689	93,459	39,089	129,442	26,282
● Santa Fe	695,803	93,576	89,688	91,436	36,380	123,121	22,679
SUBURBAN TOTAL	131,466	36,587	17,917	5,186	3,035	7,613	6,635
OTHER COUNTIES							
Catron	3,623	1,672	102	195	82	201	8
Chaves	280,266	69,432	32,545	38,722	8,694	53,704	8,170
Cibola	83,543	15,206	10,229	6,919	2,430	14,399	3,136
Colfax	75,738	15,099	11,948	4,801	569	12,000	5,182
Curry	283,704	54,751	27,238	40,575	13,750	70,313	7,530
De Baca	8,161	2,774	884	20	169	464	237
Eddy	254,534	50,464	20,647	36,344	9,807	50,128	7,930
Grant	148,179	44,135	14,902	7,899	4,042	24,655	8,924
Guadalupe	27,391	4,600	4,145	428	141	801	11
Harding	3,538	405	292	18	73	479	6
Hidalgo	26,622	6,115	2,391	81	57	4,059	545
Lea	286,951	86,195	22,097	28,367	8,906	69,835	5,578
Lincoln	90,264	17,491	12,679	13,705	2,458	15,406	1,659
Luna	94,234	23,848	5,362	6,734	2,844	19,143	3,147
McKinley	335,835	71,479	36,421	33,540	12,009	57,114	7,923
Mora	5,035	1,195	264	47	193	604	18
Otero	235,773	56,128	19,379	21,348	14,683	65,617	5,275
Quay	59,097	14,341	8,405	6,210	1,572	8,765	1,676
Rio Arriba	120,948	32,587	11,013	6,858	2,430	17,756	8,064
Roosevelt	84,140	25,926	6,256	4,340	459	20,620	3,871

N.M. (cont.)

POPULATION—12/31/89

S&MM ESTIMATES

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
Sandoval	59.9	.0240	31.1	8.7	17.1	19.8	23.5	19.1	104,653	26,158	16,063	3,871	4,812	4,654	4,733
San Juan	91.4	.0366	27.2	11.2	18.0	20.0	16.1	29.9	502,490	109,524	38,613	74,841	19,707	132,629	10,891
San Miguel	25.4	.0101	30.9	11.4	16.4	18.8	24.4	8.7	91,536	28,653	11,920	8,018	2,102	14,725	4,132
Sierra	9.9	.0039	50.6	5.3	8.5	16.3	50.6	4.4	47,930	12,912	9,848	3,859	739	5,287	3,016
Socorro	14.3	.0057	28.6	13.3	16.2	18.6	21.0	4.7	44,927	11,719	6,706	4,570	364	8,123	1,327
Taos	21.0	.0084	31.1	8.2	18.2	21.5	21.4	7.4	148,994	39,796	18,102	16,939	1,824	15,876	1,721
Torrance	9.9	.0040	33.0	7.6	15.8	19.8	27.0	3.5	35,176	7,685	2,037	33	138	10,623	1,432
Union	4.7	.0019	37.4	6.9	12.9	20.0	33.5	1.8	16,440	3,972	2,823	842	750	1,574	944
Valencia	42.8	.0171	28.7	10.3	17.3	20.5	18.7	15.1	215,601	80,134	16,517	9,853	4,082	57,345	5,789
TOTAL METRO COUNTIES	**750.8**	**.3006**	**30.8**	**11.7**	**19.1**	**21.4**	**20.7**	**284.5**	**5,229,545**	**872,716**	**597,152**	**730,626**	**291,160**	**1,218,875**	**179,711**
TOTAL STATE	**1,542.2**	**.6173**	**30.5**	**11.0**	**17.7**	**20.5**	**21.6**	**557.3**	**8,944,858**	**1,787,112**	**966,980**	**1,110,603**	**411,046**	**1,975,774**	**292,586**

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
ALBUQUERQUE	**5,721,186**	**22,106**	**25.7**	**27.2**	**15.0**	**12.5**	**.1940**
Bernalillo	5,721,186	22,106	25.7	27.2	15.0	12.5	.1940
• Albuquerque	4,531,896	22,528	25.2	27.3	15.3	12.8	.1624
SUBURBAN TOTAL	1,189,290	20,697	27.9	26.3	13.6	11.6	.0316
LAS CRUCES	**1,145,819**	**17,042**	**28.7**	**24.3**	**9.5**	**9.2**	**.0381**
Dona Ana	1,145,819	17,042	28.7	24.3	9.5	9.2	.0381
• Las Cruces	580,198	18,417	25.6	25.5	11.4	9.8	.0222
SUBURBAN TOTAL	565,621	15,884	31.6	23.1	7.7	8.6	.0159
SANTA FE	**1,550,861**	**27,049**	**21.0**	**25.4**	**16.9**	**20.5**	**.0470**
Los Alamos	391,261	47,569	8.1	17.6	23.2	46.4	.0088
Santa Fe	1,159,600	23,689	23.6	27.1	15.6	15.2	.0382
• Santa Fe	778,587	23,910	23.5	25.6	16.3	15.9	.0288
SUBURBAN TOTAL	772,274	31,125	17.8	25.2	17.7	26.1	.0182
OTHER COUNTIES							
Catron	17,910	14,167	32.0	22.7	8.1	3.0	.0006
Chaves	587,803	19,144	28.6	25.4	12.3	10.3	.0183
Cibola	184,437	21,479	24.2	29.9	16.0	7.9	.0061
Colfax	112,494	16,754	27.9	26.5	10.2	5.8	.0042
Curry	415,630	18,330	30.9	26.5	10.5	8.5	.0147
De Baca	21,898	13,667	32.4	20.3	6.6	5.3	.0007
Eddy	505,424	21,190	25.6	30.2	13.0	9.5	.0163
Grant	291,007	24,768	19.9	27.4	19.9	11.3	.0093
Guadalupe	24,999	12,000	31.4	18.3	3.6	4.0	.0011

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Harding	7,064	13,000	36.0	16.5	5.0	5.0	.0002
Hidalgo	41,829	15,518	29.0	29.0	9.6	1.9	.0017
Lea	670,158	26,313	19.9	31.3	17.9	13.1	.0200
Lincoln	149,241	18,515	27.4	27.3	10.3	9.2	.0050
Luna	119,406	12,445	30.8	19.1	6.4	4.2	.0049
McKinley	360,583	13,160	25.3	22.4	7.9	4.0	.0169
Mora	23,224	10,639	26.8	20.7	3.8	1.3	.0007
Otero	495,598	20,810	30.4	28.7	13.9	9.6	.0159
Quay	109,206	18,613	26.0	25.2	10.9	10.1	.0035
Rio Arriba	202,058	13,543	29.2	23.0	7.0	2.6	.0080
Roosevelt	130,373	13,471	26.3	20.1	8.5	6.4	.0047
Sandoval	622,186	25,322	23.0	28.5	17.4	15.8	.0161
San Juan	828,617	22,729	20.8	28.8	15.9	10.8	.0287
San Miguel	160,749	12,879	30.5	19.7	7.3	3.4	.0060
Sierra	79,008	12,861	31.6	18.8	5.9	4.2	.0029
Socorro	90,151	13,624	33.7	19.8	7.3	3.6	.0033
Taos	157,798	15,066	29.9	22.5	8.2	6.1	.0067
Torrance	65,681	13,907	35.1	18.2	7.1	4.1	.0024
Union	46,102	16,551	27.6	23.2	8.8	9.9	.0014
Valencia	381,466	19,386	28.4	26.7	14.1	7.7	.0129
TOTAL METRO COUNTIES	**8,417,866**	**21,868**	**25.5**	**26.4**	**14.4**	**13.2**	**.2791**
TOTAL STATE	**15,319,989**	**20,309**	**25.9**	**26.3**	**13.4**	**11.0**	**.5123**

New York

POPULATION—12/31/89

S&MM ESTIMATES

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
ALBANY-SCHENECTADY-TROY	**859.3**	**.3439**	**34.3**	**10.6**	**16.8**	**19.8**	**28.9**	**326.8**	**7,037,744**	**1,550,363**	**643,339**	**804,447**	**358,357**	**1,635,782**	**229,832**
Albany	284.4	.1139	34.2	12.1	17.6	18.9	29.7	112.0	3,134,373	571,600	306,645	422,184	198,901	778,738	90,417
• Albany	96.1	.0385	33.4	16.3	17.9	15.1	32.1	40.8	1,119,434	164,646	123,607	169,617	52,196	311,157	33,601
Greene	44.2	.0176	37.6	8.7	14.2	19.9	33.9	17.1	303,096	88,334	21,871	18,415	8,162	65,793	8,163
Montgomery	53.0	.0212	37.8	7.9	15.0	18.1	35.5	20.4	294,625	78,287	20,207	34,983	7,734	49,795	18,203
Rensselaer	152.0	.0608	33.2	12.1	16.1	19.3	27.8	55.2	854,209	260,002	77,729	61,483	29,527	184,718	37,181
• Troy	52.5	.0210	31.6	17.7	15.2	15.5	29.3	19.8	342,859	105,605	45,005	24,877	19,227	47,954	22,355
Saratoga	174.8	.0700	32.2	9.4	18.0	22.4	22.5	62.6	1,283,714	272,677	133,984	117,518	47,750	332,398	27,288

METRO & COUNTY TOTALS

N.Y. (cont.)

POPULATION—12/31/89

S&MM ESTIMATES

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
Schenectady	150.9	.0604	36.5	9.2	15.9	19.8	32.4	59.5	1,167,727	279,463	82,903	149,864	66,283	224,340	48,580
• Schenectady	67.3	.0269	34.9	11.7	17.0	16.0	33.9	28.8	491,481	137,637	42,948	36,461	26,414	128,208	24,904
SUBURBAN TOTAL	643.4	.2575	34.5	9.0	16.7	21.3	28.0	237.4	5,083,970	1,142,475	431,779	573,492	258,520	1,148,463	148,972
BINGHAMTON	**363.7**	**.1056**	**34.3**	**11.1**	**15.6**	**20.7**	**28.1**	**98.4**	**1,929,513**	**429,471**	**181,064**	**228,216**	**94,331**	**413,291**	**79,873**
Broome	210.0	.0841	34.6	11.7	15.7	20.0	29.4	79.4	1,693,763	365,983	167,359	219,801	90,738	331,920	71,885
• Binghamton	51.8	.0207	37.1	12.1	15.8	16.1	36.3	22.0	518,067	121,414	52,095	56,290	39,345	99,224	24,397
Tioga	53.7	.0215	32.8	8.5	15.7	23.7	22.8	19.0	235,750	63,488	13,705	8,415	3,593	81,371	7,988
SUBURBAN TOTAL	211.9	.0849	33.7	10.8	15.6	21.9	26.1	76.4	1,411,446	308,057	128,969	171,926	54,986	314,067	55,476
BUFFALO	**968.2**	**.3875**	**35.0**	**10.4**	**15.8**	**20.1**	**29.9**	**362.3**	**6,463,339**	**1,467,921**	**700,206**	**737,965**	**342,958**	**1,381,739**	**296,835**
Erie	968.2	.3875	35.0	10.4	15.8	20.1	29.9	362.3	6,463,339	1,467,921	700,206	737,965	342,958	1,381,739	296,835
• Buffalo	323.2	.1294	34.4	11.9	16.3	16.8	32.2	134.3	1,444,195	442,989	213,148	93,360	64,168	198,743	93,348
SUBURBAN TOTAL	645.0	.2581	35.3	9.7	15.6	21.9	28.6	228.0	5,019,144	1,024,932	487,058	644,605	278,790	1,182,996	203,487
BUFFALO–NIAGARA FALLS CONSOLIDATED AREA	***1,187.5***	***.4753***	***34.8***	***10.4***	***15.9***	***20.1***	***29.6***	***444.2***	***7,835,072***	***1,795,125***	***833,055***	***907,475***	***398,494***	***1,667,096***	***354,683***
ELMIRA	**94.0**	**.0376**	**34.3**	**10.7**	**15.4**	**19.2**	**29.8**	**34.3**	**668,794**	**120,835**	**58,054**	**131,476**	**29,713**	**127,426**	**28,469**
Chemung	94.0	.0376	34.3	10.7	15.4	19.2	29.8	34.3	668,794	120,835	58,054	131,476	29,713	127,426	28,469
• Elmira	33.5	.0134	32.3	15.2	15.0	15.0	31.0	12.3	271,422	59,848	24,899	26,606	14,093	65,639	18,774
SUBURBAN TOTAL	60.5	.0242	35.3	8.1	15.7	21.6	28.9	22.0	397,372	60,987	33,155	104,870	15,620	61,787	9,695
GLENS FALLS	**116.0**	**.0465**	**33.9**	**8.9**	**15.8**	**20.3**	**27.9**	**41.2**	**1,028,397**	**247,010**	**96,009**	**93,890**	**34,289**	**262,184**	**36,522**
Warren	57.6	.0231	34.0	8.8	15.9	19.9	28.6	21.3	752,330	158,169	75,320	66,474	29,071	195,297	25,441
• Glens Falls	16.7	.0067	33.6	9.8	17.2	16.5	31.1	6.8	420,237	82,306	23,116	66,329	14,992	151,006	11,090
Washington	58.4	.0234	33.7	9.1	15.6	20.7	27.2	19.9	276,067	88,841	20,689	27,416	5,218	66,887	11,081
SUBURBAN TOTAL	99.3	.0398	33.9	8.8	15.7	20.9	27.3	34.4	608,160	164,704	72,893	27,561	19,297	111,178	25,432
JAMESTOWN–DUNKIRK	**144.8**	**.0579**	**35.1**	**10.4**	**14.9**	**19.2**	**30.9**	**54.2**	**816,652**	**207,561**	**75,905**	**85,769**	**36,948**	**216,416**	**29,014**
Chautauqua	144.8	.0579	35.1	10.4	14.9	19.2	30.9	54.2	816,652	207,561	75,905	85,769	36,948	216,416	29,014
• Dunkirk	14.6	.0058	35.8	9.6	15.2	16.8	34.1	5.6	116,409	45,952	7,287	21,055	3,944	9,805	7,511
• Jamestown	34.5	.0138	36.2	9.7	15.5	17.0	34.5	14.2	304,664	64,152	20,600	23,894	11,593	131,998	10,793
SUBURBAN TOTAL	95.7	.0383	34.7	10.7	14.6	20.5	29.1	34.4	395,579	97,457	48,018	40,820	21,411	74,613	10,710
NASSAU–SUFFOLK	**2,669.9**	**1.0687**	**34.9**	**9.2**	**15.5**	**23.4**	**26.4**	**881.4**	**26,160,167**	**5,013,819**	**2,086,003**	**2,414,949**	**1,722,015**	**5,474,396**	**834,099**
Nassau	1,329.9	.5323	37.0	9.4	14.7	22.6	30.5	449.9	14,408,468	2,385,869	1,253,148	1,258,652	1,058,820	2,861,652	459,573
Hempstead	43.5	.0174	32.9	10.0	18.2	22.1	24.1	15.8	570,337	62,934	17,434	31,235	20,618	336,512	5,768
Suffolk	1,340.0	.5364	32.9	9.0	16.3	24.2	22.4	431.5	11,751,699	2,627,950	832,855	1,156,297	663,195	2,612,744	374,526
SUBURBAN TOTAL	2,669.9	1.0687	34.9	9.2	15.5	23.4	26.4	881.4	26,160,167	5,013,819	2,086,003	2,414,949	1,722,015	5,474,396	834,099
NEW YORK	**8,602.1**	**3.4431**	**35.5**	**9.1**	**17.5**	**21.8**	**29.1**	**3,484.5**	**48,121,117**	**9,488,623**	**6,478,924**	**5,008,494**	**3,351,767**	**6,110,423**	**1,926,731**
Bronx	1,220.5	.4885	33.7	9.8	15.9	20.5	27.5	469.7	3,024,055	713,813	295,968	324,662	216,126	414,586	188,217
Kings	2,313.3	.9259	33.8	9.5	17.0	20.1	27.9	905.2	7,190,884	1,906,210	538,921	674,282	510,488	1,007,285	326,286
New York (Manhattan)	1,515.0	.6064	36.8	9.0	22.3	23.8	29.4	782.9	17,790,516	2,001,824	3,600,552	2,036,392	1,468,464	708,632	624,518
• New York City	7,380.7	2.9542	35.4	9.2	17.9	21.3	29.3	3,044.8	37,866,765	7,428,362	5,619,696	3,902,456	2,733,441	3,657,442	1,605,546
Putnam	85.4	.0342	33.5	7.5	17.2	25.7	21.7	29.0	507,187	123,810	38,267	31,797	17,645	135,725	15,827
Queens	1,944.3	.7782	37.7	8.7	16.7	21.1	32.9	754.7	7,841,757	2,177,020	1,034,885	639,159	449,654	1,197,829	377,071
Richmond	387.6	.1552	33.4	8.9	18.0	22.9	24.2	132.3	2,019,553	629,495	149,370	227,961	88,709	329,110	89,454

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POPULATION—12/31/89

S&MM ESTIMATES

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
Rockland	269.4	.1078	34.2	8.6	15.4	26.5	22.3	86.2	1,819,374	427,935	152,490	158,660	98,987	491,613	67,730
Westchester	866.6	.3469	37.3	8.6	15.5	23.3	30.6	324.5	7,927,791	1,508,516	668,471	915,581	501,694	1,825,643	237,628
Mount Vernon	68.7	.0275	36.8	8.6	16.1	21.2	31.6	27.5	469,233	65,286	15,067	8,060	9,154	73,135	12,540
New Rochelle	69.1	.0277	38.3	9.3	15.6	21.7	33.4	26.6	609,486	61,889	41,530	65,605	27,341	281,336	16,158
• White Plains	45.0	.0180	39.1	8.3	16.7	22.2	34.2	19.2	1,133,364	56,921	87,153	359,983	82,754	250,736	24,082
Yonkers	184.6	.0739	37.4	9.4	16.6	19.9	33.5	73.1	1,238,548	336,471	92,737	144,080	103,401	213,021	45,261
SUBURBAN TOTAL	1,176.4	.4709	36.2	8.5	15.5	24.3	27.9	420.5	9,120,988	2,003,340	772,075	746,055	535,572	2,202,245	297,103
NEW YORK–NORTHERN NEW JERSEY–LONG ISLAND CONSOLIDATED AREA	***18,101.2***	***7.2449***	***35.4***	***9.1***	***16.7***	***22.3***	***28.4***	***6,887.5***	***129,779,460***	***26,277,616***	***13,394,513***	***12,905,043***	***8,482,226***	***23,656,159***	***4,249,618***
NIAGARA FALLS	**219.3**	**.0878**	**34.3**	**10.3**	**15.6**	**19.9**	**29.1**	**81.9**	**1,371,733**	**327,204**	**132,849**	**169,510**	**55,536**	**285,357**	**57,848**
Niagara	219.3	.0878	34.3	10.3	15.6	19.9	29.1	81.9	1,371,733	327,204	132,849	169,510	55,536	285,357	57,848
• Niagara Falls	64.0	.0256	35.9	10.8	15.0	16.6	34.5	25.9	379,430	109,265	52,621	26,177	20,906	37,576	15,125
SUBURBAN TOTAL	155.3	.0622	33.8	10.0	16.0	21.3	26.8	56.0	992,303	217,939	80,228	143,333	34,630	247,781	42,723
ORANGE COUNTY	**294.3**	**.1177**	**32.9**	**9.6**	**16.8**	**22.0**	**24.4**	**98.8**	**2,429,061**	**591,639**	**188,944**	**240,683**	**118,368**	**548,176**	**65,894**
Orange	294.3	.1177	32.9	9.6	16.8	22.0	24.4	98.8	2,429,061	591,639	188,944	240,683	118,368	548,176	65,894
SUBURBAN TOTAL	294.3	.1177	32.9	9.6	16.8	22.0	24.4	98.8	2,429,061	591,639	188,944	240,683	118,368	548,176	65,894
POUGHKEEPSIE	**265.3**	**.1062**	**34.1**	**10.2**	**17.0**	**23.3**	**25.1**	**91.6**	**2,152,445**	**492,213**	**165,927**	**290,018**	**99,377**	**456,002**	**67,794**
Dutchess	265.3	.1062	34.1	10.2	17.0	23.3	25.1	91.6	2,152,445	492,213	165,927	290,018	99,377	456,002	67,794
• Poughkeepsie	30.6	.0122	35.5	10.6	16.9	17.5	33.1	13.3	576,292	44,430	42,892	91,847	19,450	158,906	25,561
SUBURBAN TOTAL	234.7	.0940	33.9	10.1	16.9	24.0	24.1	78.3	1,576,153	447,783	123,035	198,171	79,927	297,096	42,233
ROCHESTER	**994.5**	**.3980**	**33.1**	**10.9**	**17.5**	**20.8**	**25.8**	**370.7**	**7,504,868**	**1,722,950**	**712,793**	**786,245**	**423,151**	**1,786,652**	**268,253**
Livingston	61.3	.0245	31.7	14.4	15.8	20.3	24.4	20.4	331,208	87,394	26,845	23,242	6,239	96,878	12,979
Monroe	705.1	.2822	33.1	11.0	17.9	20.8	25.8	269.7	5,751,375	1,286,617	579,008	609,841	360,191	1,344,563	204,427
• Rochester	233.9	.0936	32.0	12.0	19.6	16.3	27.8	98.1	1,418,654	303,479	200,020	56,364	121,660	295,236	64,011
Ontario	94.9	.0380	33.3	10.3	17.3	20.7	26.4	33.9	849,612	167,591	72,057	115,450	42,781	200,840	23,514
Orleans	41.4	.0166	33.9	9.1	15.7	20.5	27.8	14.4	154,033	54,883	12,100	11,623	5,511	29,031	7,067
Wayne	91.8	.0367	33.1	8.4	17.0	22.2	24.5	32.3	418,640	126,465	22,783	26,089	8,429	115,340	20,266
SUBURBAN TOTAL	760.6	.3044	33.5	10.5	16.9	22.2	25.2	272.6	6,086,214	1,419,471	512,773	729,881	301,491	1,491,416	204,242
SYRACUSE	**656.1**	**.2627**	**32.3**	**12.2**	**16.8**	**19.9**	**25.5**	**239.5**	**4,764,694**	**1,081,623**	**495,148**	**416,673**	**278,390**	**1,099,904**	**190,849**
Madison	68.6	.0275	30.9	14.7	15.2	19.7	24.1	22.7	357,367	94,358	43,288	23,444	10,880	88,941	16,919
Onondaga	463.8	.1857	32.9	11.7	17.1	20.0	26.3	174.3	3,787,582	841,771	385,826	343,807	250,874	850,827	143,557
• Syracuse	157.1	.0629	31.2	16.0	17.5	15.3	29.8	65.3	1,113,528	201,045	143,604	26,484	108,641	333,734	45,860
Oswego	123.7	.0495	30.6	12.7	16.2	19.6	23.3	42.5	619,745	145,494	66,034	49,422	16,636	160,136	30,373
SUBURBAN TOTAL	499.0	.1998	32.3	11.0	16.4	21.4	24.2	174.2	3,651,166	880,578	351,544	390,189	169,749	766,170	144,989
UTICA–ROME	**318.3**	**.1273**	**35.2**	**9.8**	**15.0**	**19.4**	**30.9**	**114.9**	**2,005,112**	**465,073**	**194,127**	**216,102**	**82,966**	**426,604**	**98,652**
Herkimer	68.3	.0273	35.4	9.1	14.7	19.2	31.3	24.8	376,600	98,544	39,040	47,595	12,916	60,515	18,998
Oneida	250.0	.1000	35.1	10.1	15.0	19.4	30.8	90.1	1,628,512	366,529	155,087	168,507	70,050	366,089	79,654
• Rome	42.2	.0169	32.7	11.4	16.8	18.5	27.7	15.2	295,616	72,042	25,388	27,329	10,414	84,758	17,370
• Utica	68.4	.0274	37.9	10.8	14.6	16.2	37.1	27.2	386,760	104,684	54,361	28,869	18,781	25,230	29,440
SUBURBAN TOTAL	207.7	.0830	35.1	9.2	14.7	20.5	29.5	72.5	1,322,736	288,347	114,378	159,904	53,771	316,616	51,842

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N.Y. (cont.)

POPULATION—12/31/89

S&MM ESTIMATES

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
OTHER COUNTIES															
Allegany	53.1	.0212	30.5	16.5	14.1	18.1	25.5	17.9	174,732	60,179	20,278	12,659	7,142	25,769	9,145
Cattaraugus	85.0	.0340	33.1	10.6	15.2	19.0	28.1	30.2	429,422	95,302	49,774	63,534	18,214	87,164	20,335
Cayuga	83.6	.0335	33.8	9.3	16.5	19.2	28.9	28.9	403,692	107,607	32,838	37,573	13,470	103,696	12,196
Chenango	53.5	.0214	33.9	8.4	15.3	20.6	27.7	19.2	272,438	74,225	17,340	15,852	5,965	71,483	13,238
Clinton	83.3	.0334	29.6	16.1	18.0	20.1	20.3	26.9	593,532	119,923	46,223	92,510	24,199	125,986	19,702
Columbia	63.1	.0252	37.0	7.6	15.5	20.6	32.3	23.8	355,237	101,031	27,034	21,123	11,993	62,522	12,034
Cortland	49.1	.0197	30.5	16.7	15.3	18.8	24.3	17.1	357,863	78,674	40,873	25,928	14,313	77,647	18,851
Delaware	50.3	.0201	35.5	10.6	14.3	19.6	31.2	18.1	352,051	96,118	21,321	29,158	9,407	65,496	16,012
Essex	38.3	.0154	35.8	8.2	15.2	20.2	31.1	14.4	263,889	75,497	32,935	16,361	2,955	56,471	5,968
Franklin	46.0	.0184	33.4	10.7	14.7	18.9	28.7	15.7	262,566	68,777	19,645	22,489	8,459	46,217	15,561
Fulton	55.3	.0221	35.7	8.2	15.1	19.1	31.9	20.9	326,590	87,168	18,522	24,005	11,971	88,130	17,464
Genesee	60.8	.0244	33.6	9.1	16.0	20.6	27.2	21.5	366,500	88,014	33,349	34,771	15,116	78,602	12,073
Hamilton	5.6	.0023	40.0	6.6	12.4	21.3	36.3	1.9	24,403	7,229	3,955	1,576	946	3,566	17
Jefferson	103.7	.0415	34.0	9.1	15.2	19.1	29.4	36.9	836,182	154,259	79,260	87,806	42,516	213,565	34,518
Lewis	27.3	.0110	31.9	9.2	15.1	19.2	26.2	9.4	86,310	24,038	8,740	9,751	2,114	15,977	6,452
Otsego	60.9	.0244	33.5	15.9	14.3	18.0	29.8	21.6	476,618	99,781	50,757	44,149	8,389	128,921	14,470
St. Lawrence	113.0	.0452	31.0	15.2	14.3	18.6	25.6	37.0	686,842	175,752	58,339	59,635	27,897	180,132	41,685
Schoharie	32.8	.0131	33.3	14.1	14.3	19.2	28.3	11.2	149,595	47,598	9,140	10,322	4,973	33,839	5,616
Schuyler	18.4	.0074	34.2	8.4	15.6	20.7	28.1	6.5	97,295	14,964	10,826	2,619	1,861	43,864	2,779
Seneca	34.0	.0136	34.8	9.7	15.6	20.6	29.1	11.9	176,483	45,203	13,806	9,896	4,934	54,439	8,338
Steuben	99.0	.0396	34.7	8.4	15.3	20.4	29.2	36.6	565,751	164,488	51,958	53,795	31,412	95,058	28,619
Sullivan	71.1	.0284	36.6	8.8	15.9	20.3	32.0	26.3	511,953	147,914	37,671	36,249	10,574	88,324	16,210
Tompkins	90.9	.0364	27.7	25.2	19.5	16.7	19.1	31.9	625,343	152,667	54,904	72,438	30,343	141,673	20,172
Ulster	169.5	.0678	34.7	9.9	17.0	21.5	27.9	63.2	1,312,283	320,883	102,255	139,372	43,713	251,903	43,367
Wyoming	42.3	.0169	32.8	9.1	18.0	21.0	25.1	13.9	196,728	58,628	14,978	11,501	8,313	44,632	7,436
Yates	22.5	.0090	35.1	9.8	15.0	19.2	31.1	8.7	94,832	27,519	9,492	4,914	1,447	21,644	3,715
TOTAL METRO COUNTIES	**16,465.8**	**6.5905**	**34.9**	**9.6**	**16.9**	**21.6**	**28.3**	**6,280.5**	**112,453,636**	**23,206,305**	**12,209,292**	**11,424,437**	**7,028,166**	**20,224,352**	**4,210,665**
TOTAL STATE	**18,078.2**	**7.2359**	**34.8**	**9.8**	**16.7**	**21.4**	**28.2**	**6,852.1**	**122,452,786**	**25,699,743**	**13,075,505**	**12,564,403**	**7,390,802**	**22,431,072**	**4,616,638**

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EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
ALBANY-SCHENECTADY-TROY	**12,064,387**	**27,842**	**20.5**	**26.9**	**18.7**	**19.3**	**.3748**
Albany	4,387,568	28,923	19.9	25.4	18.4	22.2	.1442
• Albany	1,337,750	21,608	25.4	24.3	13.6	15.3	.0475
Greene	515,279	22,131	25.4	27.8	15.7	11.2	.0167
Montgomery	618,103	22,912	24.7	29.4	16.7	10.6	.0187
Rensselaer	1,944,293	26,841	20.6	27.2	18.8	17.1	.0565
• Troy	594,238	20,358	25.4	24.9	13.8	11.9	.0192
Saratoga	2,396,099	30,488	18.8	28.2	21.2	20.5	.0729
Schenectady	2,203,045	27,862	20.5	26.9	18.1	19.7	.0658
• Schenectady	873,878	21,940	25.4	27.2	14.7	12.1	.0272
SUBURBAN TOTAL	9,258,521	30,447	18.7	27.4	20.5	21.4	.2809
BINGHAMTON	**3,555,833**	**27,042**	**22.0**	**27.5**	**17.8**	**18.7**	**.1088**
Broome	2,828,988	26,535	22.3	27.7	17.8	17.7	.0893
• Binghamton	657,976	20,077	28.2	25.1	13.5	11.6	.0232
Tioga	726,845	29,450	20.7	26.4	17.9	22.8	.0195
SUBURBAN TOTAL	2,897,857	29,241	20.2	28.2	19.0	20.7	.0856
BUFFALO	**12,316,950**	**26,156**	**20.5**	**27.3**	**18.6**	**15.5**	**.3774**
Erie	12,316,950	26,156	20.5	27.3	18.6	15.5	.3774
• Buffalo	3,562,039	17,959	25.3	24.5	12.4	8.9	.1052
SUBURBAN TOTAL	8,754,911	30,815	17.6	28.9	22.3	19.4	.2722
BUFFALO-NIAGARA FALLS CONSOLIDATED AREA	***14,890,624***	***25,903***	***20.6***	***27.8***	***18.6***	***14.8***	***.4581***
ELMIRA	**1,047,870**	**22,945**	**25.1**	**29.8**	**15.8**	**11.1**	**.0351**
Chemung	1,047,870	22,945	25.1	29.8	15.8	11.1	.0351
• Elmira	316,479	18,597	27.2	28.0	11.5	7.0	.0122
SUBURBAN TOTAL	731,391	25,548	23.9	30.8	18.2	13.4	.0229
GLENS FALLS	**1,332,603**	**24,298**	**23.9**	**29.7**	**16.8**	**13.1**	**.0475**
Warren	719,214	24,734	23.6	28.8	16.3	15.3	.0286
• Glens Falls	210,365	22,959	24.1	28.0	16.7	11.4	.0119
Washington	613,389	23,837	24.3	30.6	17.4	10.7	.0189
SUBURBAN TOTAL	1,122,238	24,561	23.9	30.1	16.8	13.4	.0356
JAMESTOWN-DUNKIRK	**1,594,117**	**22,170**	**25.1**	**30.1**	**15.0**	**9.9**	**.0500**
Chautauqua	1,594,117	22,170	25.1	30.1	15.0	9.9	.0500
• Dunkirk	163,078	21,158	23.3	26.5	15.1	10.9	.0057
• Jamestown	364,017	18,576	28.6	28.2	11.8	6.9	.0136
SUBURBAN TOTAL	1,067,022	23,727	24.0	31.4	16.3	11.0	.0307
NASSAU-SUFFOLK	**51,030,361**	**45,711**	**10.9**	**17.6**	**19.9**	**44.8**	**1.4458**
Nassau	28,179,534	49,648	9.6	16.0	18.6	49.6	.7861
Hempstead	704,032	32,581	16.7	23.5	16.3	30.9	.0241
Suffolk	22,850,827	42,393	12.2	19.3	21.3	39.9	.6597
SUBURBAN TOTAL	51,030,361	45,711	10.9	17.6	19.9	44.8	1.4458

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
NEW YORK	**132,059,479**	**25,129**	**20.3**	**23.0**	**14.9**	**21.0**	**3.5355**
Bronx	12,159,484	17,097	24.6	22.6	11.5	9.7	.3353
Kings	26,649,149	20,046	23.6	23.6	13.2	13.3	.7158
New York (Manhattan)	34,388,863	26,072	19.5	22.1	13.5	24.4	.9542
• New York City	106,375,480	23,273	21.4	23.7	14.5	17.8	2.8684
Putnam	1,483,788	42,609	12.3	18.7	22.6	39.3	.0383
Queens	27,365,983	27,280	20.1	26.2	17.8	19.6	.7085
Richmond	5,812,001	35,821	14.2	22.5	22.3	29.0	.1547
Rockland	5,139,373	48,852	10.3	15.9	18.4	48.8	.1313
Westchester	19,060,838	42,287	12.9	18.8	16.6	42.2	.4974
Mount Vernon	1,149,060	29,883	18.6	22.1	15.7	27.8	.0312
New Rochelle	1,472,948	38,270	14.6	20.1	16.7	37.5	.0386
• White Plains	1,037,914	37,218	14.6	21.4	15.6	37.0	.0391
Yonkers	3,403,024	35,254	15.8	21.5	18.1	32.2	.0881
SUBURBAN TOTAL	24,646,085	43,840	12.3	18.0	17.5	43.5	.6280
NEW YORK-NORTHERN NEW JERSEY-LONG ISLAND CONSOLIDATED AREA	***310,379,213***	***32,079***	***17.0***	***21.3***	***16.6***	***29.6***	***8.4307***
NIAGARA FALLS	**2,573,674**	**25,002**	**21.3**	**30.5**	**18.6**	**11.5**	**.0807**
Niagara	2,573,674	25,002	21.3	30.5	18.6	11.5	.0807
• Niagara Falls	710,152	20,967	23.4	28.7	14.8	8.5	.0225
SUBURBAN TOTAL	1,863,522	26,736	20.2	31.5	20.4	12.8	.0582
ORANGE COUNTY	**3,914,491**	**30,547**	**18.1**	**25.9**	**20.7**	**21.7**	**.1254**
Orange	3,914,491	30,547	18.1	25.9	20.7	21.7	.1254
SUBURBAN TOTAL	3,914,491	30,547	18.1	25.9	20.7	21.7	.1254
POUGHKEEPSIE	**3,997,285**	**34,203**	**16.5**	**23.9**	**20.7**	**27.9**	**.1195**
Dutchess	3,997,285	34,203	16.5	23.9	20.7	27.9	.1195
• Poughkeepsie	427,701	21,435	24.5	22.6	14.3	15.6	.0190
SUBURBAN TOTAL	3,569,584	35,986	15.2	24.0	21.9	30.0	.1005
ROCHESTER	**14,266,062**	**29,974**	**18.4**	**26.3**	**20.1**	**21.3**	**.4273**
Livingston	684,372	25,936	22.3	30.6	19.0	13.2	.0211
Monroe	10,647,419	30,777	17.6	25.3	20.1	22.9	.3186
• Rochester	2,881,099	21,139	23.4	26.3	14.8	11.3	.0873
Ontario	1,225,368	28,384	20.5	29.8	20.6	16.4	.0411
Orleans	508,107	27,868	21.7	26.6	20.3	17.5	.0137
Wayne	1,200,796	29,581	19.1	27.8	20.7	19.4	.0328
SUBURBAN TOTAL	11,384,963	33,268	16.6	26.2	22.1	24.9	.3400
SYRACUSE	**8,632,859**	**27,509**	**20.4**	**27.4**	**19.1**	**17.8**	**.2668**
Madison	742,669	24,453	23.8	30.1	17.0	12.5	.0230
Onondaga	6,378,292	27,937	20.2	26.9	19.3	18.5	.2001
• Syracuse	1,900,687	19,956	25.9	25.5	13.7	10.7	.0609
Oswego	1,511,898	27,700	19.9	27.5	19.9	17.5	.0437
SUBURBAN TOTAL	6,732,172	30,448	18.3	28.1	21.2	20.4	.2059

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N.Y. (cont.)

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
UTICA–ROME	**3,557,555**	**23,329**	**23.8**	**30.1**	**16.1**	**11.5**	**.1143**
Herkimer	740,063	22,877	24.6	31.4	15.1	10.4	.0232
Oneida	2,817,492	23,463	23.6	29.6	16.4	11.8	.0911
• Rome	462,946	22,232	26.0	30.3	15.3	10.3	.0156
• Utica	716,176	18,702	26.3	26.7	12.6	7.8	.0231
SUBURBAN TOTAL	2,378,433	25,376	22.4	31.3	17.6	13.1	.0756
OTHER COUNTIES							
Allegany	439,769	17,978	30.6	30.1	10.1	4.0	.0139
Cattaraugus	881,560	21,893	25.6	29.9	15.4	9.1	.0277
Cayuga	840,756	22,440	24.8	30.6	16.3	8.7	.0266
Chenango	586,155	22,850	27.0	30.1	17.2	9.7	.0180
Clinton	818,502	21,564	27.4	29.4	14.8	9.6	.0294
Columbia	783,219	24,212	25.1	29.0	16.3	13.6	.0232
Cortland	501,931	21,690	26.0	30.0	14.8	9.0	.0178
Delaware	519,126	21,170	27.5	30.7	13.5	8.9	.0181
Essex	418,468	21,405	26.7	28.8	14.7	9.7	.0141
Franklin	428,957	18,786	29.9	25.8	13.4	7.6	.0147
Fulton	602,262	21,653	25.7	31.0	13.9	9.1	.0193
Genesee	629,851	23,163	24.7	32.6	16.3	8.5	.0208
Hamilton	47,223	18,583	33.5	29.7	10.3	5.6	.0016
Jefferson	1,008,684	20,169	27.4	28.7	13.7	8.0	.0382
Lewis	262,068	21,373	26.3	32.6	13.3	7.6	.0077
Otsego	694,255	22,666	26.4	28.2	15.1	12.5	.0238
St. Lawrence	1,092,618	20,975	25.6	27.0	15.0	10.1	.0377
Schoharie	327,547	21,494	27.0	30.4	14.4	8.7	.0103
Schuyler	213,156	25,342	25.0	31.2	19.0	12.1	.0063
Seneca	432,162	27,629	21.7	29.8	20.0	16.3	.0125
Steuben	1,056,000	21,416	26.8	29.9	14.2	9.4	.0337
Sullivan	897,214	23,558	25.5	26.7	15.5	14.6	.0281
Tompkins	1,257,898	26,672	21.8	25.8	16.6	20.9	.0373
Ulster	2,247,009	25,888	22.1	26.5	17.3	18.1	.0706
Wyoming	457,713	25,662	21.8	32.2	18.5	12.5	.0139
Yates	221,024	18,310	29.6	28.4	10.5	6.6	.0067
TOTAL METRO COUNTIES	**251,943,526**	**28,271**	**19.0**	**23.6**	**16.8**	**23.4**	**7.1089**
TOTAL STATE	**269,608,653**	**27,632**	**19.6**	**23.9**	**16.7**	**22.4**	**7.6809**

North Carolina

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)
				18-24 Years	25-34 Years	35-49 Years	50 & Over	
ASHEVILLE	**175.0**	**.0700**	**36.0**	**8.8**	**16.7**	**21.6**	**30.0**	**71.3**
Buncombe	175.0	.0700	36.0	8.8	16.7	21.6	30.0	71.3
• Asheville	66.0	.0264	39.1	8.4	15.9	18.3	36.8	29.1
SUBURBAN TOTAL	109.0	.0436	34.6	9.0	17.2	23.6	25.7	42.2
BURLINGTON	**105.6**	**.0423**	**35.4**	**10.0**	**16.0**	**22.4**	**28.3**	**41.5**
Alamance	105.6	.0423	35.4	10.0	16.0	22.4	28.3	41.5
• Burlington	39.6	.0159	36.5	9.2	16.0	21.2	31.1	16.6
SUBURBAN TOTAL	66.0	.0264	34.8	10.5	16.1	23.1	26.6	24.9
CHARLOTTE–GASTONIA–ROCK HILL	**1,127.9**	**.4516**	**32.8**	**10.3**	**18.2**	**22.3**	**23.7**	**430.6**
Cabarrus	96.4	.0386	35.2	9.0	16.0	22.5	27.9	36.2
• Kannapolis	33.3	.0133	36.5	9.4	14.7	19.7	32.4	13.3
Gaston	175.2	.0702	33.3	9.4	17.0	22.0	25.1	65.0
• Gastonia	58.4	.0234	34.6	9.0	16.3	20.4	28.9	22.6
Lincoln	50.5	.0202	33.5	8.9	17.3	23.2	24.1	18.9
Mecklenburg	483.8	.1936	32.1	11.0	19.8	22.5	21.8	192.6
• Charlotte	392.2	.1570	32.0	10.9	20.3	21.6	22.2	160.0

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
ASHEVILLE	**1,228,526**	**258,510**	**120,710**	**176,012**	**68,689**	**234,142**	**43,854**
Buncombe	1,228,526	258,510	120,710	176,012	68,689	234,142	43,854
• Asheville	942,325	155,408	96,032	167,202	54,384	180,133	31,649
SUBURBAN TOTAL	286,201	103,102	24,678	8,810	14,305	54,009	12,205
BURLINGTON	**880,949**	**156,017**	**77,754**	**83,213**	**42,480**	**217,470**	**34,569**
Alamance	880,949	156,017	77,754	83,213	42,480	217,470	34,569
• Burlington	641,306	95,486	55,308	81,075	34,580	160,897	23,408
SUBURBAN TOTAL	239,643	60,531	22,446	2,138	7,900	56,573	11,161
CHARLOTTE–GASTONIA–ROCK HILL	**8,435,589**	**1,640,547**	**804,349**	**889,284**	**491,454**	**2,147,289**	**330,858**
Cabarrus	654,215	130,315	47,691	83,710	38,123	164,096	26,368
• Kannapolis	106,839	25,272	4,341	76	14,538	25,532	3,675
Gaston	1,111,609	234,583	98,556	153,258	46,133	287,334	53,581
• Gastonia	766,626	131,790	68,377	138,009	29,467	200,268	31,507
Lincoln	258,314	49,412	22,379	14,198	9,644	58,526	12,928
Mecklenburg	4,650,250	800,643	472,661	473,642	310,246	1,225,331	155,616
• Charlotte	4,014,016	625,078	388,657	425,113	270,043	1,150,156	128,862

Reach 7 Of Every 10 Adults Daily

Every day, 74%* of all adults in the Fayetteville, N.C. market read ***The Fayetteville Observer-Times***. The state's fourth largest market, Fayetteville enjoys a stable economy even during downturns due to the influence of an eclectic variety of manufacturers and the 56,000 troops stationed nearby at Ft. Bragg.

source: 1990 Barbour and Associates Market Survey

THE FAYETTEVILLE OBSERVER-TIMES

FOR MORE INFORMATION, CONTACT SANDRA McDANIEL, FAYETTEVILLE PUBLISHING COMPANY, P.O. BOX 849, FAYETTEVILLE N.C. 28302 OR PHONE 919-323-4848

N.C. (cont.)

POPULATION—12/31/89

S&MM ESTIMATES

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
Rowan	106.5	.0426	35.9	9.7	15.8	20.9	30.4	41.6	514,933	137,369	46,303	42,740	20,221	106,416	25,951
Union	85.5	.0343	31.8	10.1	17.1	22.8	21.7	29.7	428,712	89,780	32,195	52,008	21,006	121,351	14,280
York, S. C.	*130.0*	*.0521*	*31.6*	*11.1*	*17.3*	*21.9*	*22.3*	*46.6*	*817,556*	*198,445*	*84,564*	*69,728*	*46,081*	*184,235*	*32,134*
• *Rock Hill*	*45.6*	*.0183*	*30.4*	*15.1*	*17.0*	*17.7*	*24.5*	*16.5*	*505,044*	*120,591*	*50,376*	*64,434*	*28,354*	*96,723*	*17,947*
SUBURBAN TOTAL	598.4	.2396	33.3	9.7	16.9	23.4	23.8	218.2	3,043,064	737,816	292,598	261,652	149,052	674,610	138,867
FAYETTEVILLE	**262.0**	**.1049**	**26.5**	**18.2**	**19.7**	**19.7**	**13.6**	**86.5**	**1,648,907**	**272,526**	**152,605**	**268,330**	**126,857**	**388,635**	**44,662**
Cumberland	262.0	.1049	26.5	18.2	19.7	19.7	13.6	86.5	1,648,907	272,526	152,605	268,330	126,857	388,635	44,662
• Fayetteville	76.1	.0305	31.4	13.2	17.0	20.6	23.3	30.1	1,160,256	164,335	110,918	222,063	73,393	300,152	34,024
SUBURBAN TOTAL	185.9	.0744	24.9	20.3	20.8	19.3	9.6	56.4	488,651	108,191	41,687	46,267	53,464	88,483	10,638
GREENSBORO–WINSTON-SALEM–HIGH POINT	**938.2**	**.3754**	**33.6**	**10.5**	**17.8**	**22.7**	**24.8**	**366.7**	**7,017,630**	**1,159,266**	**674,811**	**796,369**	**593,993**	**1,537,255**	**273,656**
Davidson	126.5	.0506	34.0	9.1	16.9	23.6	24.7	48.0	585,025	134,627	55,795	38,700	29,874	134,097	27,593
Davie	29.2	.0117	34.2	8.0	17.8	23.7	24.9	11.0	102,836	24,891	8,810	2,828	11,134	20,730	5,969
Forsyth	270.8	.1083	33.6	10.8	18.1	22.4	25.1	109.4	2,338,622	383,725	216,540	274,880	158,308	611,089	91,871
• Winston-Salem	152.4	.0610	33.5	12.8	17.0	19.6	27.9	63.2	1,846,388	263,533	172,120	256,947	129,786	489,958	63,512
Guilford	338.3	.1354	33.0	11.9	17.8	21.8	24.7	132.4	3,284,972	457,491	333,280	428,982	362,211	630,245	112,189
• Greensboro	194.9	.0780	31.8	14.3	18.9	19.7	24.3	76.7	2,257,235	315,697	231,096	331,043	199,652	413,296	77,033
• High Point	67.9	.0272	33.8	10.4	16.5	19.9	28.1	26.6	706,366	50,448	72,937	74,966	144,831	190,846	24,834
Randolph	104.6	.0419	34.2	8.8	17.4	23.9	24.7	40.4	484,934	96,489	40,524	44,584	25,102	94,956	20,413
Stokes	38.0	.0152	33.3	8.6	17.9	23.7	23.1	13.8	98,721	28,965	9,489	3,316	3,532	16,458	7,169
Yadkin	30.8	.0123	36.1	8.4	16.2	23.4	28.6	11.7	122,520	33,078	10,373	3,079	3,832	29,680	8,452
SUBURBAN TOTAL	523.0	.2092	34.3	8.4	17.6	25.0	23.8	200.2	2,207,641	529,588	198,658	133,413	119,724	443,155	108,277
HICKORY–MORGANTON	**227.4**	**.0910**	**33.6**	**9.3**	**17.4**	**23.5**	**24.1**	**86.4**	**1,581,297**	**337,210**	**149,571**	**158,693**	**97,611**	**351,540**	**65,844**
Alexander	28.6	.0114	33.0	9.3	17.6	24.3	22.1	10.5	105,956	20,229	9,171	1,870	7,149	19,126	7,107
Burke	78.9	.0316	34.2	9.0	16.9	23.9	24.7	29.9	428,389	117,701	35,271	24,117	19,813	110,240	20,262
• Morganton	16.0	.0064	38.9	8.4	14.9	21.4	34.3	6.3	288,617	71,376	25,471	17,514	13,336	78,104	12,775
Catawba	119.9	.0480	33.4	9.6	17.5	23.1	24.1	46.0	1,046,952	199,280	105,129	132,706	70,649	222,174	38,475
• Hickory	28.6	.0114	35.1	12.4	15.9	20.2	29.9	12.2	698,900	114,174	57,020	105,520	54,364	170,890	20,425
SUBURBAN TOTAL	182.8	.0732	33.0	8.9	17.9	24.2	22.2	67.9	593,780	151,660	67,080	35,659	29,911	102,546	32,644

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POPULATION—12/31/89

S&MM ESTIMATES

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
JACKSONVILLE	**128.7**	**.0515**	**23.8**	**28.8**	**17.5**	**16.5**	**11.3**	**39.1**	**711,197**	**116,168**	**76,259**	**87,361**	**49,244**	**192,649**	**18,698**
Onslow	128.7	.0515	23.8	28.8	17.5	16.5	11.3	39.1	711,197	116,168	76,259	87,361	49,244	192,649	18,698
• Jacksonville	30.1	.0120	29.0	14.9	19.9	20.4	17.5	11.5	473,981	55,662	39,542	84,774	27,082	135,634	12,297
SUBURBAN TOTAL	98.6	.0395	23.2	33.0	16.7	15.3	9.4	27.6	237,216	60,506	36,717	2,587	22,162	57,015	6,401
RALEIGH–DURHAM	**698.5**	**.2795**	**31.2**	**14.5**	**20.4**	**21.3**	**20.9**	**272.8**	**6,161,720**	**1,143,114**	**651,088**	**687,824**	**385,951**	**1,443,608**	**215,720**
Durham	176.5	.0706	31.6	13.7	20.0	19.5	23.8	70.3	1,330,462	260,153	144,190	175,847	84,874	287,209	54,127
• Durham	123.8	.0496	30.9	17.0	19.9	15.8	26.0	51.1	1,170,384	242,708	127,994	160,444	65,954	239,897	50,128
Franklin	36.2	.0145	34.2	10.3	16.1	19.9	28.7	13.0	117,844	32,386	10,879	4,951	1,849	24,374	7,252
Orange	89.0	.0356	28.6	23.2	21.7	18.1	18.1	34.6	596,552	169,872	74,799	31,957	21,014	86,520	23,552
• Chapel Hill	38.9	.0156	24.9	36.2	19.2	15.4	14.9	12.8	378,719	93,646	56,247	22,159	13,137	64,382	15,043
Wake	396.8	.1588	31.3	13.2	20.9	22.9	19.5	154.9	4,116,862	680,703	421,220	475,069	278,214	1,045,505	130,789
• Raleigh	207.0	.0829	30.9	17.4	21.1	20.3	21.0	83.2	2,971,222	417,314	316,985	349,641	151,788	896,611	82,056
SUBURBAN TOTAL	328.8	.1314	32.2	9.2	20.5	24.6	19.6	125.7	1,641,395	389,446	149,862	155,580	155,072	242,718	68,493
WILMINGTON	**120.0**	**.0480**	**32.7**	**11.0**	**18.2**	**21.2**	**24.6**	**47.3**	**1,035,655**	**189,276**	**120,668**	**152,479**	**62,540**	**216,485**	**36,919**
New Hanover	120.0	.0480	32.7	11.0	18.2	21.2	24.6	47.3	1,035,655	189,276	120,668	152,479	62,540	216,485	36,919
• Wilmington	60.5	.0242	33.2	13.1	16.7	16.3	30.7	25.8	770,370	111,375	96,984	118,932	52,923	148,761	33,785
SUBURBAN TOTAL	59.5	.0238	32.3	8.8	19.9	26.2	18.4	21.5	265,285	77,901	23,684	33,547	9,617	67,724	3,134
OTHER COUNTIES															
Alleghany	10.1	.0041	37.2	7.8	15.4	21.6	31.8	3.9	48,398	10,461	3,885	1,358	531	9,603	2,901
Anson	26.5	.0106	32.9	8.8	15.8	18.0	28.7	9.2	88,381	29,971	5,236	3,075	3,715	19,397	5,138
Ashe	23.7	.0095	36.4	8.1	15.6	22.2	30.1	9.4	126,130	25,068	8,300	8,041	4,273	39,409	6,015
Avery	15.3	.0061	33.0	12.2	16.5	21.0	25.7	5.5	76,837	19,062	8,289	8,868	2,767	9,122	4,415
Beaufort	44.6	.0178	34.2	8.7	15.8	20.4	28.3	17.0	229,698	41,468	25,409	22,618	8,119	54,860	9,701
Bertie	21.0	.0085	33.4	9.5	14.0	18.5	29.2	7.5	54,434	15,506	1,454	1,226	847	13,532	2,231
Bladen	31.7	.0126	32.7	9.2	16.7	20.0	26.1	11.5	101,775	26,571	6,525	7,335	3,642	19,012	7,183
Brunswick	53.6	.0215	33.4	8.7	16.6	21.3	26.1	19.9	234,169	72,231	29,382	17,099	4,640	26,152	13,788
Caldwell	73.9	.0296	33.4	9.4	16.7	24.0	23.4	27.4	405,308	97,178	32,047	38,523	42,365	88,277	21,036
Camden	6.1	.0024	34.8	9.5	14.2	21.8	27.9	2.2	8,445	2,628	480	767	674	392	129
Carteret	52.4	.0210	34.3	10.3	17.2	21.1	27.7	21.2	382,039	105,502	44,948	34,608	18,226	70,814	14,291
Caswell	22.2	.0089	33.0	9.9	17.1	21.4	25.1	7.3	26,236	7,125	843	1,468	577	5,215	2,790
Chatham	37.7	.0151	34.0	8.8	19.4	21.7	26.5	14.8	133,587	34,355	13,041	4,917	5,870	38,368	5,492
Cherokee	21.5	.0086	36.8	7.6	14.6	21.4	31.4	8.4	143,597	46,078	13,257	19,756	8,013	14,713	6,319
Chowan	14.1	.0056	35.4	8.5	15.2	18.7	31.8	5.4	68,284	21,366	5,272	5,335	1,966	15,604	3,095
Clay	7.5	.0030	37.5	7.5	16.1	19.0	34.5	2.8	25,549	5,968	729	1,131	906	7,512	2,826
Cleveland	89.5	.0358	33.5	9.3	16.3	21.9	25.7	32.9	548,452	130,715	44,332	59,687	22,623	131,565	23,516
Columbus	53.2	.0213	33.4	9.1	15.8	21.8	25.6	19.4	256,195	60,862	—16,009	22,117	7,887	47,158	14,333
Craven	82.2	.0329	28.9	14.9	18.2	19.0	20.0	30.0	492,417	93,596	41,258	58,284	23,719	131,564	18,471
Currituck	14.5	.0058	34.4	9.3	16.0	21.1	28.0	5.7	76,460	11,382	2,773	2,286	2,226	14,335	1,415
Dare	22.7	.0091	35.8	9.4	18.5	20.1	31.0	9.5	298,106	82,296	54,212	25,012	11,832	18,726	7,210
Duplin	42.2	.0169	33.8	9.1	15.4	21.0	27.1	15.6	166,154	51,884	10,953	10,367	8,187	31,811	8,708
Edgecombe	60.0	.0241	31.7	9.8	17.0	19.1	25.3	21.0	197,595	57,661	12,879	16,959	9,827	41,343	10,479
Gates	10.0	.0040	35.2	9.4	15.0	19.9	30.5	3.5	29,740	11,149	913	1,026	143	7,431	2,952
Graham	7.3	.0029	34.4	8.3	16.1	21.2	27.8	2.5	22,077	6,839	2,008	988	606	1,680	2,063
Granville	39.2	.0157	34.3	9.3	16.5	22.2	26.7	13.4	162,817	49,965	13,225	8,261	4,071	34,878	9,822
Greene	16.1	.0064	31.7	10.8	16.8	19.5	24.9	5.4	37,899	8,753	3,228	1,182	2,497	7,392	5,988
Halifax	56.4	.0226	33.4	9.3	15.3	19.3	28.3	20.3	293,020	62,630	22,400	45,460	18,972	42,488	14,629
Harnett	67.7	.0271	31.5	13.6	16.0	20.0	24.3	24.5	254,006	63,689	18,984	26,936	11,015	42,816	15,775
Haywood	49.4	.0198	37.2	8.1	15.1	23.1	30.6	19.5	312,879	69,283	25,421	23,252	10,213	79,360	14,558
Henderson	71.9	.0287	38.3	7.3	14.9	21.0	34.2	29.9	552,523	101,258	39,863	42,416	18,365	171,057	21,379
Hertford	23.8	.0096	33.0	11.5	14.7	18.8	28.2	8.3	136,563	43,722	10,482	12,004	3,479	19,168	8,290
Hoke	24.1	.0096	28.6	12.1	16.8	19.0	20.2	7.7	53,273	28,786	2,667	4,818	1,303	2,224	2,983
Hyde	5.5	.0022	34.2	9.7	14.7	18.3	30.5	2.0	27,202	9,046	4,003	3,037	572	4,392	400
Iredell	92.8	.0372	34.5	8.9	16.2	22.3	27.0	35.2	571,328	129,246	59,637	50,691	21,432	127,080	24,978
Jackson	28.0	.0112	31.0	18.9	15.4	19.7	24.2	10.0	122,002	37,464	12,596	9,152	4,304	19,590	7,324
Johnston	81.6	.0326	34.2	8.7	16.8	22.2	26.4	31.1	494,417	91,021	44,969	26,758	35,023	124,391	20,753
Jones	9.6	.0039	33.0	9.9	15.5	19.3	27.6	3.2	20,776	6,048	619	204	176	6,702	150
Lee	43.3	.0173	33.1	9.6	17.3	22.2	24.5	16.1	406,508	90,744	28,997	34,443	15,946	124,657	12,728
Lenoir	60.5	.0242	33.3	9.5	16.4	21.3	25.9	22.6	387,381	89,033	26,980	43,669	15,280	93,111	14,769
McDowell	36.6	.0147	34.5	8.6	16.2	22.5	26.6	13.7	168,235	44,977	16,410	14,372	4,128	36,758	9,899
Macon	23.5	.0094	39.6	7.3	14.3	20.9	36.0	9.8	138,661	34,688	16,707	10,737	5,447	12,377	5,530
Madison	17.6	.0070	35.4	11.7	14.9	20.7	29.9	6.6	38,933	10,462	2,682	2,750	984	6,649	3,289
Martin	27.4	.0110	33.4	9.2	15.8	20.3	27.3	9.5	124,833	27,245	14,482	13,119	4,531	21,464	6,853
Mitchell	14.9	.0060	37.6	8.5	15.1	22.6	31.6	5.6	72,411	20,999	5,552	607	3,797	17,030	4,507
Montgomery	24.5	.0098	33.7	9.3	16.4	20.0	27.8	9.0	98,908	27,103	7,735	3,725	3,822	18,407	5,517
Moore	61.7	.0247	36.1	9.1	15.1	19.8	31.9	24.7	413,649	87,579	33,919	26,403	14,339	119,855	18,148
Nash	74.2	.0297	33.1	9.4	17.3	21.0	25.7	28.1	626,969	101,310	66,290	81,563	22,045	176,771	20,665
Rocky Mount	49.5	.0198	33.4	8.7	17.6	19.3	27.9	19.7	513,589	82,358	56,715	68,635	20,672	125,518	20,375
Northampton	22.1	.0089	34.5	9.6	15.0	19.3	30.1	7.7	50,931	16,000	1,389	655	216	6,016	1,787
Pamlico	11.6	.0047	35.4	8.7	15.1	20.2	30.4	4.2	30,979	13,364	2,412	1,470	108	7,014	938
Pasquotank	30.8	.0123	32.2	13.6	15.6	18.8	26.9	11.4	275,855	50,486	19,230	28,586	10,253	66,941	8,380
Pender	27.9	.0112	34.0	8.2	16.3	20.4	27.9	10.2	68,682	24,978	3,898	2,994	1,309	12,443	3,997
Perquimans	11.3	.0045	36.7	9.1	13.7	19.5	32.7	4.4	28,697	5,882	4,471	1,715	258	9,102	1,444
Person	31.5	.0126	33.7	9.5	16.7	20.6	27.3	11.5	151,852	41,225	11,731	7,640	6,349	40,317	7,653

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
Pitt	103.4	.0414	29.4	18.1	17.9	18.5	21.6	40.4
Polk	14.5	.0058	41.1	7.0	13.5	19.7	38.8	5.9
Richmond	48.0	.0192	33.7	9.3	15.8	19.9	28.0	18.0
Robeson	109.6	.0438	29.7	10.3	16.4	19.1	22.3	36.2
Rockingham	88.3	.0354	34.4	9.1	16.6	21.4	27.5	33.8
Rutherford	57.6	.0231	35.5	8.3	15.4	21.2	29.6	22.3
Sampson	51.9	.0207	34.0	9.0	15.6	20.9	27.5	19.1
Scotland	35.6	.0143	30.3	11.0	17.2	19.5	22.4	12.2
Stanly	52.5	.0210	35.4	9.4	15.8	21.5	29.0	20.1
Surry	64.3	.0257	35.4	8.7	15.9	22.2	28.3	24.7
Swain	10.7	.0043	35.2	9.0	14.8	20.9	29.4	4.1
Transylvania	27.1	.0109	35.2	9.7	15.4	22.0	28.4	10.4
Tyrrell	4.2	.0016	35.7	9.3	13.2	18.7	32.3	1.4
Vance	40.2	.0161	33.1	9.0	16.3	19.7	27.2	14.4
Warren	17.0	.0068	35.1	9.1	14.3	17.7	32.3	5.9
Washington	15.1	.0060	31.5	9.8	16.8	19.7	24.4	5.2
Watauga	35.2	.0141	28.6	25.5	15.6	18.3	21.6	12.8
Wayne	101.0	.0404	31.1	11.8	17.5	21.4	21.8	36.9
Wilkes	63.1	.0253	33.8	9.3	17.3	23.0	24.9	23.8
Wilson	66.2	.0265	32.5	10.6	16.8	20.6	25.3	24.7
Yancey	16.0	.0064	35.8	7.9	16.6	21.4	29.8	6.0
TOTAL METRO COUNTIES	**3,653.3**	**1.4621**	**32.1**	**12.2**	**18.5**	**21.8**	**22.8**	**1,395.6**
TOTAL STATE	**6,603.8**	**2.6432**	**32.6**	**11.3**	**17.5**	**21.3**	**24.5**	**2,493.0**

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
Pitt	830,860	159,660	72,718	83,416	32,805	244,182	23,008
Polk	49,223	15,173	3,838	1,911	941	8,570	2,012
Richmond	234,788	60,208	17,495	38,805	10,748	34,761	9,503
Robeson	527,570	105,804	42,905	36,062	22,321	108,517	26,254
Rockingham	435,354	114,010	38,218	29,358	27,584	91,517	24,036
Rutherford	356,986	73,261	28,981	39,374	17,105	89,345	16,552
Sampson	197,194	46,864	13,315	23,651	7,026	41,311	11,106
Scotland	168,439	42,031	18,075	22,795	7,510	31,556	8,153
Stanly	302,784	71,913	23,274	30,370	9,256	60,610	15,614
Surry	453,811	89,567	28,085	44,883	25,548	96,123	21,064
Swain	59,263	15,697	9,775	1,779	738	6,718	3,253
Transylvania	116,137	36,240	9,532	7,521	3,413	20,436	6,286
Tyrrell	11,890	3,580	756	650	205	1,588	166
Vance	311,190	55,552	23,591	33,860	13,240	70,552	10,836
Warren	32,711	11,473	1,627	1,604	2,288	3,765	2,256
Washington	56,838	18,032	5,084	2,182	2,370	9,174	3,038
Watauga	269,546	55,920	28,332	34,814	14,612	55,103	10,502
Wayne	556,918	101,516	44,137	79,128	30,654	122,634	19,757
Wilkes	305,575	67,533	23,349	29,319	8,316	55,043	14,319
Wilson	451,345	81,178	42,013	49,832	16,496	135,699	18,633
Yancey	84,696	22,894	7,082	4,677	1,188	17,188	3,856
TOTAL METRO COUNTIES	**27,883,914**	**5,074,189**	**2,743,251**	**3,229,837**	**1,872,738**	**6,544,838**	**1,022,646**
TOTAL STATE	**44,059,284**	**8,776,203**	**4,130,846**	**4,727,298**	**2,561,517**	**10,157,275**	**1,742,480**

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over — A	B	C	D	Buying Power Index
ASHEVILLE	**2,100,853**	**22,140**	**25.1**	**28.9**	**15.0**	**11.0**	**.0674**
Buncombe	2,100,853	22,140	25.1	28.9	15.0	11.0	.0674
● Asheville	807,874	19,315	26.8	25.7	12.3	10.4	.0340
SUBURBAN TOTAL	1,292,979	23,934	23.9	31.2	16.8	11.4	.0334
BURLINGTON	**1,226,021**	**23,124**	**24.5**	**30.0**	**16.6**	**10.4**	**.0425**
Alamance	1,226,021	23,124	24.5	30.0	16.6	10.4	.0425
● Burlington	491,194	22,310	24.6	28.5	15.4	11.2	.0218
SUBURBAN TOTAL	734,827	23,679	24.3	31.1	17.5	9.9	.0207
CHARLOTTE–GASTONIA–ROCK HILL	**14,395,281**	**25,920**	**21.9**	**29.6**	**18.0**	**15.0**	**.4560**
Cabarrus	1,133,778	24,963	23.1	30.4	18.3	12.0	.0363
● Kannapolis	373,411	22,551	25.5	31.8	15.7	8.6	.0102
Gaston	2,049,230	24,971	22.5	31.2	18.5	11.8	.0645
● Gastonia	702,928	22,967	24.2	27.6	15.7	12.9	.0287
Lincoln	618,464	26,551	20.0	33.2	18.5	14.1	.0179
Mecklenburg	7,000,480	27,656	20.8	27.4	18.2	19.3	.2261
● Charlotte	5,645,280	26,373	21.7	28.0	17.0	18.2	1872
Rowan	1,209,764	22,950	25.0	32.6	15.9	8.8	.0360
Union	967,013	25,672	21.9	30.9	18.6	12.7	.0291
York, S. C.	*1,416,552*	*24,547*	*22.5*	*30.8*	*17.9*	*11.5*	*.0461*
● Rock Hill	*446,144*	*20,910*	*25.9*	*29.0*	*14.9*	*8.3*	*.0192*
SUBURBAN TOTAL	7,227,518	26,542	21.1	31.1	19.4	13.8	.2107
FAYETTEVILLE	**2,671,519**	**20,916**	**29.2**	**28.9**	**14.1**	**9.1**	**.0903**
Cumberland	2,671,519	20,916	29.2	28.9	14.1	9.1	.0903
● Fayetteville	864,442	19,648	25.8	23.5	13.1	12.6	.0395
SUBURBAN TOTAL	1,807,077	21,417	30.9	32.0	14.6	7.2	.0508
GREENSBORO–WINSTON-SALEM–HIGH POINT	**12,398,467**	**25,483**	**22.3**	**28.3**	**17.1**	**16.0**	**.3858**
Davidson	1,423,461	23,248	24.8	31.6	16.3	10.1	.0419
Davie	352,500	24,872	22.4	28.3	17.6	14.2	.0096
Forsyth	3,929,041	27,107	20.6	26.3	17.9	19.2	.1221
● Winston-Salem	2,140,584	23,031	23.4	25.5	13.8	16.8	.0769

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over — A	B	C	D	Buying Power Index
Guilford	4,722,507	26,137	22.2	27.5	16.8	18.1	.1562
● Greensboro	2,730,827	25,336	22.8	27.3	15.7	18.2	.0965
● High Point	846,119	22,305	25.7	26.8	14.3	13.8	.0306
Randolph	1,189,017	23,565	24.7	33.2	16.0	9.8	.0349
Stokes	459,422	27,664	19.7	28.4	20.3	15.5	.0117
Yadkin	322,519	21,444	24.6	27.7	15.9	9.1	.0094
SUBURBAN TOTAL	6,680,937	26,749	21.4	29.9	19.0	15.2	.1818
HICKORY–MORGANTON	**2,712,620**	**24,367**	**24.6**	**32.2**	**17.2**	**11.1**	**.0871**
Alexander	282,831	21,680	27.1	33.5	14.6	6.4	.0084
Burke	860,261	22,155	27.4	32.8	15.2	7.6	.0269
● Morganton	191,822	19,939	28.9	27.3	12.6	9.9	.0092
Catawba	1,569,528	26,786	22.5	31.2	19.1	14.4	.0518
● Hickory	418,009	22,989	26.0	27.6	12.6	16.3	.0208
SUBURBAN TOTAL	2,102,789	25,008	24.0	33.5	18.4	10.2	.0571
JACKSONVILLE	**1,124,510**	**16,574**	**37.2**	**26.1**	**8.8**	**4.5**	**.0398**
Onslow	1,124,510	16,574	37.2	26.1	8.8	4.5	.0398
● Jacksonville	296,332	19,774	31.4	30.5	12.3	6.6	.0152
SUBURBAN TOTAL	828,178	15,387	39.7	24.2	7.3	3.7	.0246
RALEIGH–DURHAM	**10,098,852**	**27,954**	**20.5**	**25.7**	**18.1**	**20.8**	**.3171**
Durham	2,553,536	26,823	20.9	24.9	17.5	20.5	.0762
● Durham	1,675,569	22,716	24.3	25.7	14.7	15.2	.0558
Franklin	353,454	20,065	25.5	25.6	14.3	10.2	.0104
Orange	1,135,585	22,475	25.3	26.2	13.8	15.2	.0348
● Chapel Hill	498,726	23,494	24.7	22.4	12.1	22.3	.0173
Wake	6,056,277	30,666	18.7	26.1	19.7	23.1	.1957
● Raleigh	3,191,219	27,932	21.0	25.8	16.8	22.3	.1169
SUBURBAN TOTAL	4,733,338	30,879	18.1	26.1	21.0	21.9	.1271
WILMINGTON	**1,341,430**	**21,357**	**24.1**	**28.3**	**14.2**	**10.3**	**.0481**
New Hanover	1,341,430	21,357	24.1	28.3	14.2	10.3	.0481
● Wilmington	597,786	14,948	28.0	21.9	7.9	7.9	.0274
SUBURBAN TOTAL	743,644	28,344	19.5	36.0	21.8	13.1	.0207

N.C. (cont.)

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
OTHER COUNTIES							
Alleghany	82,155	15,419	32.5	26.2	4.8	5.5	.0029
Anson	208,161	17,244	28.6	27.7	9.6	5.0	.0069
Ashe	210,477	16,516	30.3	27.2	9.1	4.6	.0073
Avery	127,186	16,720	33.7	26.1	10.0	4.5	.0044
Beaufort	419,300	18,101	27.2	26.3	11.4	7.6	.0139
Bertie	174,344	15,926	28.2	25.0	9.3	6.2	.0054
Bladen	251,895	15,855	29.7	24.0	9.7	4.8	.0082
Brunswick	507,273	19,500	24.7	28.4	13.2	7.3	.0160
Caldwell	789,157	23,148	25.5	34.3	14.9	8.6	.0250
Camden	57,721	21,391	21.7	31.5	12.4	8.8	.0015
Carteret	549,073	19,536	28.4	28.3	13.8	6.8	.0192
Caswell	157,646	16,472	29.5	28.1	9.1	3.2	.0046
Chatham	407,533	22,255	25.4	32.7	15.0	7.8	.0115
Cherokee	208,640	17,850	31.9	25.0	11.6	7.3	.0074
Chowan	140,139	18,061	29.0	25.2	12.4	7.7	.0044
Clay	65,919	17,300	30.8	26.0	8.1	7.6	.0020
Cleveland	1,032,314	24,931	21.8	29.7	18.4	12.5	.0325
Columbus	459,830	16,629	28.0	23.9	10.7	7.5	.0157
Craven	861,725	19,887	27.3	26.9	13.6	9.2	.0282
Currituck	149,094	20,045	25.0	28.2	12.2	9.7	.0049
Dare	267,460	20,217	30.9	29.2	12.1	9.2	.0111
Duplin	356,823	16,905	27.7	26.4	10.0	5.8	.0115
Edgecombe	564,759	20,941	24.0	28.8	14.3	8.8	.0169
Gates	80,282	17,684	25.6	29.4	11.4	3.8	.0026
Graham	49,362	15,160	32.2	26.7	5.8	3.0	.0017
Granville	343,930	19,393	26.7	29.2	12.8	6.5	.0112
Greene	149,434	19,504	27.9	26.3	13.0	9.6	.0042
Halifax	478,586	16,298	26.0	23.9	10.9	6.8	.0169
Harnett	631,115	18,876	29.0	27.4	12.5	7.2	.0194
Haywood	559,337	21,900	25.1	26.6	16.6	10.9	.0179
Henderson	880,463	22,520	24.7	29.6	14.8	11.5	.0288
Hertford	204,204	17,786	26.3	25.9	11.8	7.3	.0073
Hoke	195,047	19,270	27.7	28.7	12.9	6.6	.0059
Hyde	38,228	13,500	31.2	22.2	6.3	3.5	.0015
Iredell	1,042,321	23,292	24.6	31.0	16.8	10.0	.0332
Jackson	254,048	17,490	30.0	26.2	10.3	6.7	.0083
Johnston	774,128	18,918	26.5	29.1	11.4	6.8	.0269
Jones	71,798	16,874	29.2	27.4	9.7	4.9	.0022
Lee	462,096	21,364	26.7	28.7	14.5	9.8	.0176
Lenoir	555,347	18,330	27.9	28.0	11.6	6.5	.0200
McDowell	381,010	22,664	24.8	32.0	17.2	7.0	.0117
Macon	225,844	16,150	33.2	25.3	7.6	5.7	.0078
Madison	146,380	14,717	30.3	23.5	7.5	4.6	.0042
Martin	216,193	16,870	29.0	26.3	10.1	5.7	.0077
Mitchell	125,293	17,468	30.0	27.3	12.6	3.4	.0045
Montgomery	237,102	20,819	26.0	31.4	13.2	7.4	.0073
Moore	752,245	22,306	24.9	29.7	12.7	12.5	.0235
Nash	825,369	21,286	24.4	26.6	14.5	11.6	.0295
Rocky Mount	577,506	21,299	23.4	26.1	14.4	12.1	.0217
Northampton	181,006	15,444	29.9	23.4	8.1	6.7	.0054
Pamlico	96,000	17,143	25.5	27.3	10.0	6.0	.0028
Pasquotank	251,697	16,078	29.4	25.0	10.2	4.4	.0112
Pender	215,219	15,228	29.3	25.0	8.4	4.9	.0066
Perquimans	76,248	12,915	32.5	20.8	6.6	1.6	.0026
Person	294,167	19,826	26.8	29.8	13.1	6.6	.0096
Pitt	1,026,880	17,915	26.7	24.8	12.1	7.9	.0384
Polk	186,145	22,699	25.8	25.0	14.2	15.8	.0049
Richmond	447,551	19,174	26.4	29.3	12.3	6.5	.0147
Robeson	924,229	18,587	27.8	27.6	11.6	7.3	.0321
Rockingham	1,057,874	24,291	22.6	27.8	17.8	13.4	.0307
Rutherford	616,742	21,610	25.2	29.7	15.3	8.6	.0201
Sampson	417,490	16,106	30.6	25.6	9.5	4.4	.0139
Scotland	351,771	21,972	23.6	27.9	16.0	10.0	.0111
Stanly	569,411	22,376	24.7	32.3	14.5	9.2	.0182
Surry	670,599	20,617	26.9	29.5	13.8	8.1	.0233
Swain	68,231	12,628	36.7	18.0	3.7	2.1	.0029
Transylvania	321,728	24,887	20.4	30.3	17.2	12.7	.0091
Tyrrell	29,588	17,051	25.9	29.3	8.2	5.0	.0010
Vance	366,005	18,421	28.2	27.7	11.0	7.7	.0141
Warren	126,546	15,067	29.1	25.5	6.9	4.6	.0038
Washington	140,714	20,175	23.9	25.3	14.5	10.4	.0043
Watauga	333,189	17,133	27.8	24.1	10.0	9.1	.0126
Wayne	917,047	18,288	29.2	27.6	11.6	6.3	.0317
Wilkes	641,761	20,508	27.3	31.7	11.6	8.0	.0202
Wilson	672,554	19,902	26.5	27.4	13.9	8.5	.0234
Yancey	134,793	17,311	29.7	28.9	8.8	4.5	.0049
TOTAL METRO COUNTIES	**46,653,001**	**24,911**	**23.0**	**28.6**	**16.9**	**15.1**	**1.4880**
TOTAL STATE	**75,515,972**	**22,441**	**24.7**	**28.2**	**15.1**	**12.0**	**2.4448**

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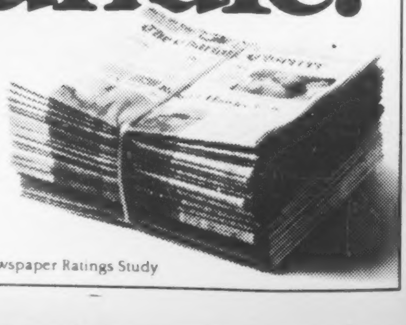


North Dakota

POPULATION—12/31/89

S&MM ESTIMATES

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
BISMARCK	**88.1**	**.0353**	**30.3**	**11.8**	**19.1**	**19.7**	**21.3**	**32.1**	**686,585**	**115,576**	**62,938**	**115,377**	**21,763**	**179,686**	**19,858**
Burleigh	61.4	.0246	30.1	12.6	19.9	20.1	20.1	22.6	542,353	88,846	49,618	113,911	19,285	122,295	17,697
• Bismarck	48.0	.0192	30.3	12.9	20.0	19.7	21.0	18.5	529,015	87,044	47,427	112,804	19,047	120,925	17,522
Morton	26.7	.0107	30.8	10.0	17.4	18.7	24.0	9.5	144,232	26,730	13,320	1,466	2,478	57,391	2,161
SUBURBAN TOTAL	40.1	.0161	30.2	10.5	18.2	19.6	21.7	13.6	157,570	28,532	15,511	2,573	2,716	58,761	2,336
FARGO–MOORHEAD	**152.1**	**.0609**	**29.7**	**17.1**	**19.1**	**18.0**	**21.9**	**57.4**	**1,274,516**	**217,079**	**130,129**	**192,776**	**51,181**	**280,951**	**28,085**
Cass	103.2	.0413	30.0	15.6	20.9	18.1	21.4	40.2	1,002,462	158,993	104,188	169,701	27,292	238,404	17,426
• Fargo	71.8	.0287	29.8	18.6	21.1	17.0	22.0	29.0	945,519	144,078	96,199	169,614	26,633	236,408	16,155
Clay, Minn.	*48.9*	*.0196*	*28.8*	*20.4*	*15.5*	*17.6*	*22.7*	*17.2*	*272,054*	*58,086*	*25,941*	*23,075*	*23,889*	*42,547*	*10,659*
• Moorhead	*29.0*	*.0116*	*26.4*	*28.0*	*15.0*	*15.6*	*21.5*	*10.1*	*213,273*	*50,674*	*18,865*	*18,625*	*21,555*	*35,986*	*9,976*
SUBURBAN TOTAL	51.3	.0206	30.9	9.1	18.8	20.6	21.7	18.3	115,724	22,327	15,065	4,537	2,993	8,557	1,954
GRAND FORKS	**71.3**	**.0285**	**27.1**	**20.0**	**20.1**	**16.3**	**17.7**	**25.0**	**633,101**	**94,381**	**55,024**	**120,037**	**22,728**	**161,961**	**9,114**
Grand Forks	71.3	.0285	27.1	20.0	20.1	16.3	17.7	25.0	633,101	94,381	55,024	120,037	22,728	161,961	9,114
• Grand Forks	47.6	.0191	27.5	22.1	19.5	16.3	19.1	17.7	606,485	92,657	51,663	119,992	22,098	148,596	8,522
SUBURBAN TOTAL	23.7	.0094	26.3	15.6	21.2	16.3	15.2	7.3	26,616	1,724	3,361	45	630	13,365	592
OTHER COUNTIES															
Adams	3.4	.0014	36.4	7.9	15.1	19.2	32.8	1.2	20,277	6,867	1,564	775	219	2,233	1,655
Barnes	13.1	.0052	35.2	12.2	14.0	16.8	33.5	5.1	75,283	16,747	7,884	6,411	1,658	20,447	2,611
Benson	8.0	.0032	32.4	7.8	12.9	16.9	29.8	2.5	11,028	3,976	1,226	233	176	603	179
Billings	1.2	.0005	31.8	9.3	14.5	20.1	25.3	.4	1,164	22	561	2	9	160	1
Bottineau	9.0	.0036	36.2	9.3	13.8	17.7	33.9	3.2	43,701	8,259	4,386	1,665	1,351	10,837	1,565
Bowman	4.1	.0017	32.7	8.9	15.2	19.8	26.7	1.6	19,116	4,420	2,759	708	357	5,155	427
Burke	3.4	.0013	41.3	6.0	12.1	18.9	39.1	1.4	8,207	2,147	1,841	273	128	1,600	8
Cavalier	7.1	.0028	37.3	7.2	13.5	19.4	33.7	2.6	37,223	8,398	3,061	1,012	1,764	8,733	1,318
Dickey	7.2	.0029	35.6	9.1	14.0	17.8	33.0	2.5	26,522	5,430	3,625	2,927	1,301	6,283	1,466
Divide	3.1	.0013	42.6	6.3	12.3	17.5	41.4	1.2	10,510	2,119	1,317	533	123	2,558	360
Dunn	4.6	.0018	32.7	9.3	14.6	19.1	27.6	1.6	15,250	3,883	644	741	95	6,381	205
Eddy	3.0	.0012	40.9	7.1	12.3	16.7	39.9	1.3	9,776	2,685	617	179	107	2,598	318
Emmons	5.5	.0022	37.6	6.5	10.7	19.5	33.9	2.0	16,158	5,052	1,010	501	223	2,531	15
Foster	4.3	.0017	35.9	8.2	13.2	18.4	32.7	1.6	23,529	5,271	1,410	176	128	5,244	1,628
Golden Valley	2.3	.0010	35.8	7.3	13.7	18.0	33.1	.9	15,053	2,146	1,261	207	315	4,881	277
Grant	4.1	.0016	36.6	6.6	13.6	18.7	33.3	1.5	10,276	2,727	915	36	210	2,141	441
Griggs	3.5	.0014	40.7	6.5	14.3	16.5	40.0	1.4	12,069	3,866	1,165	288	55	3,077	861
Hettinger	3.9	.0016	37.2	7.4	13.4	19.1	33.5	1.5	10,781	3,696	852	18	67	3,554	447
Kidder	3.8	.0015	36.7	6.9	12.6	20.2	32.2	1.4	6,177	1,671	215	343	182	358	118
La Moure	5.7	.0023	38.2	7.2	12.4	18.1	36.0	2.2	13,146	4,296	1,257	248	111	879	169
Logan	3.1	.0012	41.0	6.4	10.1	20.2	37.7	1.2	9,727	2,582	690	15	53	2,264	1,287
McHenry	7.1	.0029	38.3	7.0	12.6	18.6	35.6	2.8	14,922	4,551	1,743	44	158	2,444	973
McIntosh	4.4	.0017	46.0	5.9	9.4	19.6	44.6	1.9	19,970	2,379	1,668	171	270	8,589	1,072
McKenzie	7.7	.0031	30.7	9.9	16.5	18.6	24.3	2.5	16,487	5,342	1,815	31	202	2,797	600
McLean	12.3	.0049	34.2	7.7	15.6	18.2	30.6	4.4	32,313	9,068	2,730	535	734	4,337	1,245
Mercer	13.3	.0054	31.1	9.9	18.6	19.5	23.3	4.9	46,760	17,465	3,614	1,375	196	8,072	1,904
Mountrail	7.6	.0030	35.0	7.5	14.3	18.2	31.9	2.8	37,321	9,703	2,231	348	1,422	6,981	1,837
Nelson	5.0	.0020	43.4	5.9	11.5	18.4	42.5	2.0	20,485	3,955	1,335	308	126	3,232	447
Oliver	2.5	.0010	30.8	9.0	17.9	20.2	22.3	.8	2,073	451	487	2	9	29	1
Pembina	10.3	.0041	36.2	7.3	15.1	18.2	33.2	3.7	58,923	10,024	5,345	900	530	17,939	1,882
Pierce	5.8	.0023	37.4	7.9	11.7	18.7	34.6	2.0	26,222	4,850	1,641	1,371	147	8,708	716
Ramsey	13.1	.0053	34.6	9.5	14.9	17.5	31.8	5.1	114,215	19,947	9,417	12,045	4,235	30,718	5,534
Ransom	6.5	.0026	38.2	6.7	14.1	17.2	36.6	2.4	20,763	5,242	3,621	1,358	1,033	2,194	965
Renville	3.6	.0014	37.0	6.6	13.6	20.2	32.6	1.4	14,749	2,707	627	32	106	4,980	696
Richland	19.7	.0079	31.9	16.2	14.4	16.1	29.4	7.0	105,337	22,859	8,017	6,826	5,179	28,522	2,294
Rolette	13.0	.0052	27.3	9.6	14.1	17.8	21.3	3.8	38,468	11,677	3,162	921	578	7,654	1,227
Sargent	5.0	.0020	34.6	7.9	15.2	18.4	31.1	1.9	11,466	4,189	1,145	36	116	708	194
Sheridan	2.6	.0011	40.0	6.7	12.0	21.1	36.0	1.0	3,074	704	441	5	19	1,150	2
Sioux	4.2	.0016	24.2	9.8	14.8	18.7	15.4	1.0	5,526	1,105	612	311	13	49	1
Slope	1.2	.0005	33.9	8.8	13.7	19.0	29.6	.4	388	52	68	6	21	69	2
Stark	23.8	.0095	28.7	14.7	17.6	17.0	21.9	8.3	172,564	29,183	13,698	17,987	7,246	46,958	4,695
Steele	2.8	.0012	38.3	6.8	13.2	20.4	34.2	1.1	5,570	513	591	141	14	2,450	2
Stutsman	24.4	.0097	33.4	10.7	16.7	18.9	28.4	9.2	164,274	24,506	13,462	12,693	5,245	41,242	5,880
Towner	4.0	.0016	39.5	7.6	12.7	17.1	38.0	1.6	10,353	2,692	1,112	135	297	2,717	374
Traill	9.2	.0037	37.3	10.9	12.7	17.0	35.8	3.4	46,767	7,785	5,818	503	1,238	12,688	2,168
Walsh	15.3	.0061	36.7	7.6	15.0	19.0	33.3	5.6	81,294	20,398	6,891	8,750	2,116	17,110	2,480
Ward	60.5	.0243	28.8	14.3	19.0	18.4	19.7	21.5	456,804	80,349	42,403	75,840	19,865	108,093	14,756
Wells	6.6	.0026	39.8	6.8	11.8	18.6	37.6	2.6	36,019	9,433	2,508	1,161	321	7,416	1,473
Williams	23.3	.0093	30.8	12.3	17.7	18.2	24.4	8.9	128,760	24,740	11,107	10,734	5,504	29,195	5,616
TOTAL METRO COUNTIES	**262.6**	**.1051**	**29.3**	**15.5**	**20.0**	**18.2**	**20.4**	**97.3**	**2,322,148**	**368,950**	**222,150**	**405,115**	**71,783**	**580,051**	**46,398**
TOTAL STATE	**680.8**	**.2725**	**31.4**	**12.3**	**17.1**	**18.2**	**25.7**	**249.6**	**4,408,994**	**801,079**	**407,719**	**576,975**	**137,355**	**1,079,609**	**120,790**

N.D. (cont.)

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
BISMARCK	**978,212**	**23,443**	**23.9**	**29.9**	**16.8**	**10.4**	**.0337**
Burleigh	754,808	26,144	22.3	29.5	19.3	13.0	.0257
• Bismarck	621,119	26,454	22.0	29.3	19.7	13.3	.0225
Morton	223,404	18,482	27.7	31.0	11.0	4.3	.0080
SUBURBAN TOTAL	357,093	20,093	26.6	30.7	13.0	6.4	.0112
FARGO-MOORHEAD	**1,753,653**	**23,098**	**24.1**	**30.1**	**16.4**	**10.3**	**.0613**
Cass	1,237,585	23,326	24.0	29.9	16.8	10.4	.0447
• Fargo	888,067	22,636	24.5	28.8	16.4	10.2	.0357
Clay, Minn.	*516,068*	*22,578*	*24.3*	*30.4*	*15.5*	*10.1*	*.0166*
• *Moorhead*	*311,413*	*22,329*	*24.7*	*29.5*	*15.4*	*10.5*	*.0108*
SUBURBAN TOTAL	554,173	24,163	23.0	32.5	17.1	10.2	.0148
GRAND FORKS	**896,305**	**25,040**	**23.9**	**28.1**	**17.2**	**15.5**	**.0303**
Grand Forks	896,305	25,040	23.9	28.1	17.2	15.5	.0303
• Grand Forks	639,094	25,926	22.0	26.0	17.8	17.2	.0241
SUBURBAN TOTAL	257,211	23,442	28.7	32.8	15.9	11.5	.0062
OTHER COUNTIES							
Adams	31,904	20,515	23.6	30.4	12.6	8.4	.0011
Barnes	129,467	18,303	27.9	27.2	11.8	6.7	.0042
Benson	59,632	17,527	30.5	26.9	9.6	6.3	.0018
Billings	12,886	23,833	25.8	23.5	13.8	17.2	.0003
Bottineau	85,500	18,640	29.7	25.1	13.4	8.0	.0028
Bowman	47,922	21,057	25.6	25.4	13.9	13.1	.0014
Burke	32,999	17,514	28.5	26.3	12.1	5.5	.0010
Cavalier	65,111	18,522	27.5	29.2	10.7	6.4	.0021
Dickey	53,313	14,547	30.0	23.8	7.4	4.8	.0019
Divide	35,331	21,875	24.3	28.1	15.8	10.9	.0010
Dunn	32,728	13,615	32.4	21.2	8.1	4.3	.0011
Eddy	26,620	15,137	34.6	24.8	6.4	3.3	.0008
Emmons	36,922	12,453	30.6	17.9	6.6	4.1	.0013
Foster	43,645	18,956	31.1	29.1	8.0	10.1	.0014
Golden Valley	23,610	18,577	28.6	26.7	12.6	7.4	.0009
Grant	21,798	9,779	28.9	14.7	3.3	2.1	.0009
Griggs	34,172	18,286	30.3	26.5	13.4	5.1	.0010
Hettinger	32,871	15,532	34.0	23.7	6.9	5.9	.0010
Kidder	21,486	10,786	32.7	14.8	2.7	3.7	.0007
La Moure	48,109	15,946	33.1	23.2	10.1	4.2	.0013
Logan	21,990	12,378	30.1	20.2	5.3	4.2	.0009
McHenry	56,842	15,083	29.5	24.3	8.0	3.8	.0017
McIntosh	29,883	10,482	28.6	16.9	4.9	1.8	.0011
McKenzie	82,397	24,391	23.9	27.7	16.0	15.8	.0021
McLean	131,583	22,655	24.1	27.9	16.2	11.4	.0036
Mercer	152,660	25,637	20.5	31.2	19.7	10.5	.0043
Mountrail	77,278	20,333	27.0	27.5	13.4	9.8	.0023
Nelson	44,087	15,737	28.4	24.5	9.9	4.6	.0015
Oliver	16,985	17,278	28.8	33.9	7.3	2.8	.0005
Pembina	101,706	19,885	27.9	28.4	12.0	9.3	.0033
Pierce	43,575	15,200	32.7	23.2	9.7	4.5	.0017
Ramsey	140,547	20,496	26.7	29.0	14.1	8.0	.0052
Ransom	66,737	20,984	27.3	29.0	15.7	7.9	.0019
Renville	36,152	19,282	29.4	28.0	11.9	8.1	.0011
Richland	211,691	22,012	25.5	30.4	14.7	9.9	.0065
Rolette	90,871	16,045	27.0	24.0	10.4	7.0	.0032
Sargent	48,465	19,556	29.2	29.5	12.9	6.3	.0013
Sheridan	25,853	19,452	26.0	28.5	12.4	7.4	.0007
Sioux	20,915	14,409	29.3	23.5	8.5	4.6	.0007
Slope	8,784	15,900	29.3	22.0	10.3	6.5	.0003
Stark	266,000	24,353	22.4	28.2	17.3	13.6	.0089
Steele	26,728	18,351	29.3	26.4	11.0	7.3	.0008
Stutsman	260,727	20,800	26.1	28.4	15.2	8.3	.0087
Towner	40,735	19,167	26.4	28.1	12.8	6.9	.0011
Traill	88,963	19,325	27.8	28.7	12.3	7.4	.0030
Walsh	148,512	19,377	26.2	27.5	12.6	8.2	.0049
Ward	634,935	21,425	28.4	29.5	14.5	9.3	.0224
Wells	65,516	18,217	27.7	25.8	12.1	7.8	.0022
Williams	284,037	25,360	21.4	32.1	17.3	12.2	.0084
TOTAL METRO COUNTIES	**3,112,102**	**23,754**	**24.0**	**29.4**	**16.9**	**11.7**	**.1087**
TOTAL STATE	**7,213,282**	**21,101**	**25.9**	**28.1**	**14.6**	**9.7**	**.2410**

Ohio

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
AKRON	**654.5**	**.2620**	**32.9**	**11.4**	**17.1**	**20.5**	**25.9**	**249.5**
Portage	142.1	.0569	29.4	15.6	18.1	20.7	19.3	49.9
• Kent	29.1	.0116	24.4	36.0	20.2	12.1	14.7	10.4
Summit	512.4	.2051	33.9	10.2	17.1	20.4	27.7	199.6
• Akron	221.7	.0887	33.3	11.6	17.4	17.1	29.9	91.1
• Barberton	27.6	.0110	34.0	10.4	16.8	17.4	30.9	11.1
Cuyahoga Falls	49.1	.0197	34.0	10.3	18.7	18.6	29.5	20.0
SUBURBAN TOTAL	376.1	.1507	33.4	9.5	17.0	23.3	24.0	136.9
CANTON	**406.8**	**.1628**	**33.7**	**9.6**	**16.8**	**20.8**	**27.1**	**151.1**
Carroll	28.3	.0113	32.6	8.7	16.9	20.5	25.5	10.1
Stark	378.5	.1515	33.8	9.7	16.9	20.8	27.1	141.0
• Alliance	23.9	.0096	33.0	12.6	15.9	17.3	29.6	9.3
• Canton	87.2	.0349	33.8	10.8	16.6	16.8	31.2	36.0
• Massillon	33.5	.0134	34.8	10.3	15.4	18.7	31.1	13.2
SUBURBAN TOTAL	262.2	.1049	33.6	8.8	17.1	22.7	25.0	92.6
CINCINNATI	**1,451.1**	**.5808**	**32.5**	**10.6**	**17.2**	**20.5**	**25.3**	**553.5**
Clermont	148.8	.0595	30.2	10.0	18.8	22.1	18.9	52.9
Hamilton	872.2	.3491	33.3	10.9	16.7	19.9	27.3	346.1
• Cincinnati	374.4	.1499	32.6	13.1	18.3	16.2	29.4	165.2
Warren	111.6	.0447	31.3	10.3	18.4	23.5	19.7	38.7
Dearborn, Ind.	*39.7*	*.0159*	*32.8*	*8.5*	*16.2*	*21.5*	*25.0*	*13.9*
Boone, Ky.	*55.3*	*.0221*	*30.5*	*9.5*	*18.9*	*22.7*	*18.7*	*19.1*
Campbell, Ky.	*82.3*	*.0330*	*32.9*	*10.5*	*15.6*	*19.4*	*27.3*	*30.2*
Kenton, Ky.	*141.2*	*.0565*	*32.1*	*10.2*	*17.4*	*19.4*	*25.5*	*52.6*
Covington	*45.9*	*.0184*	*33.0*	*10.6*	*16.1*	*16.5*	*30.2*	*18.5*
SUBURBAN TOTAL	1,076.7	.4309	32.5	9.7	16.8	21.9	23.9	388.3

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
AKRON	**4,188,683**	**900,179**	**416,143**	**533,984**	**219,390**	**945,461**	**114,012**
Portage	702,442	160,521	57,492	54,263	11,980	250,308	15,819
• Kent	287,564	40,774	23,029	30,125	3,799	148,965	3,167
Summit	3,486,241	739,658	358,651	479,721	207,410	695,153	98,193
• Akron	1,591,626	337,451	156,562	254,380	98,068	293,875	39,095
• Barberton	124,414	31,350	16,609	22,874	3,083	16,192	5,899
Cuyahoga Falls	370,500	87,844	33,199	22,273	16,839	107,264	11,506
SUBURBAN TOTAL	2,185,079	490,604	219,943	226,605	114,440	486,429	65,851
CANTON	**2,404,728**	**532,111**	**217,759**	**300,993**	**99,783**	**582,372**	**67,769**
Carroll	104,594	20,736	5,579	16,160	1,537	38,480	2,012
Stark	2,300,134	511,375	212,180	284,833	98,246	543,892	65,757
• Alliance	226,116	54,747	17,664	25,867	8,085	59,744	6,514
• Canton	603,792	111,998	60,157	61,777	24,038	156,305	17,074
• Massillon	286,775	86,522	17,083	39,276	7,038	88,459	6,487
SUBURBAN TOTAL	1,288,045	278,844	122,855	174,073	60,622	277,864	37,694
CINCINNATI	**10,538,674**	**2,185,612**	**1,159,744**	**1,590,056**	**535,665**	**2,046,386**	**357,117**
Clermont	881,596	213,673	69,174	90,949	43,207	197,345	26,063
Hamilton	6,900,730	1,376,675	765,795	1,111,749	389,415	1,347,278	214,737
• Cincinnati	2,611,250	633,299	314,982	359,008	133,845	448,276	81,620
Warren	646,331	179,893	71,054	102,606	22,610	78,796	17,899
Dearborn, Ind.	*204,682*	*41,343*	*15,324*	*16,519*	*5,638*	*70,430*	*8,580*
Boone, Ky.	*733,424*	*88,457*	*64,764*	*133,648*	*31,143*	*176,425*	*25,445*
Campbell, Ky.	*430,232*	*113,481*	*57,366*	*31,982*	*16,293*	*78,821*	*27,733*
Kenton, Ky.	*741,679*	*172,090*	*116,267*	*102,603*	*27,359*	*97,291*	*36,660*
Covington	*315,580*	*65,232*	*57,986*	*16,229*	*14,384*	*83,820*	*14,046*
SUBURBAN TOTAL	7,927,424	1,552,313	844,762	1,231,048	401,820	1,598,110	275,497

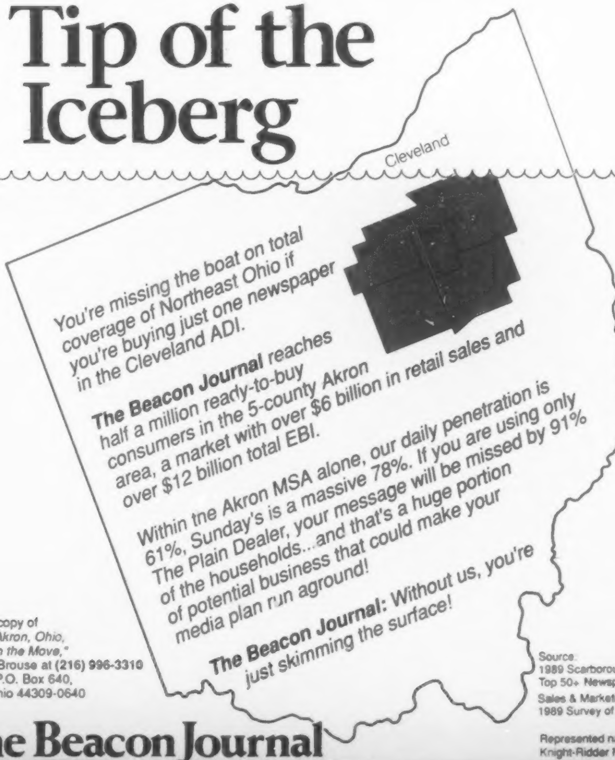
OHIO (cont.)

POPULATION—12/31/89

S&MM ESTIMATES

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
CINCINNATI-HAMILTON															
CONSOLIDATED AREA	*1,733.1*	*.6937*	*32.3*	*11.0*	*17.2*	*20.6*	*24.8*	*656.0*	*12,088,378*	*2,505,846*	*1,325,136*	*1,749,799*	*595,041*	*2,536,308*	*408,071*
CLEVELAND	**1,839.6**	**.7364**	**34.6**	**9.6**	**16.7**	**20.8**	**28.5**	**721.1**	**12,037,366**	**2,244,777**	**1,203,674**	**1,602,880**	**641,644**	**2,599,053**	**521,451**
Cuyahoga	1,420.7	.5686	35.4	9.9	16.3	20.0	30.5	573.8	9,182,135	1,645,346	977,916	1,243,684	527,486	1,797,119	425,270
• Cleveland	524.6	.2100	33.4	11.0	16.2	17.9	29.6	214.1	2,072,252	473,029	325,269	162,332	112,937	272,631	113,661
Cleveland Heights	53.8	.0215	33.2	9.0	21.8	19.5	26.6	21.4	267,633	48,900	25,192	26,322	11,850	74,945	10,623
Euclid	55.6	.0223	39.3	9.6	17.0	17.7	37.6	25.4	278,829	31,864	28,038	50,027	15,006	73,898	10,157
Lakewood	58.2	.0233	34.1	10.2	20.5	17.9	30.4	27.2	270,648	48,356	31,976	4,698	5,876	125,112	11,553
Parma	90.4	.0362	37.5	10.0	15.4	19.8	33.7	34.9	698,988	119,343	58,784	133,485	39,125	156,918	17,832
Geauga	79.8	.0320	33.0	7.9	15.8	25.2	21.6	26.5	341,551	81,965	32,428	17,932	8,637	86,212	13,622
Lake	216.5	.0867	32.7	9.5	17.9	22.8	23.1	79.6	1,769,754	329,969	141,218	291,914	84,373	496,474	58,370
Mentor	44.7	.0179	32.1	8.2	18.9	25.1	19.3	15.6	701,953	76,550	50,604	181,048	48,977	178,956	14,208
Medina	122.6	.0491	31.4	8.3	18.5	24.4	19.0	41.2	743,926	187,497	52,112	49,350	21,148	219,248	24,189
SUBURBAN TOTAL	1,315.0	.5264	35.1	9.1	16.8	22.0	28.0	507.0	9,965,114	1,771,748	878,405	1,440,548	528,707	2,326,422	407,790
CLEVELAND-AKRON-LORAIN															
CONSOLIDATED AREA	*2,768.5*	*1.1083*	*33.8*	*10.1*	*16.9*	*20.7*	*27.3*	*1,068.7*	*17,774,586*	*3,455,339*	*1,736,833*	*2,328,830*	*925,578*	*4,002,605*	*700,493*
COLUMBUS	**1,353.5**	**.5418**	**31.6**	**12.2**	**18.9**	**21.1**	**22.5**	**526.7**	**10,321,041**	**1,845,736**	**985,136**	**1,387,877**	**564,952**	**2,385,488**	**300,687**
Delaware	63.7	.0255	32.0	11.2	17.3	23.4	21.5	22.4	314,216	63,972	33,568	13,171	6,400	88,093	7,801
Fairfield	102.2	.0409	33.3	8.1	16.6	23.8	23.3	36.4	478,110	118,920	42,634	55,257	19,554	89,640	13,775
• Lancaster	35.7	.0143	34.1	9.7	16.7	19.6	29.0	14.3	341,423	83,664	30,634	48,769	17,349	53,387	9,779
Franklin	943.8	.3777	31.1	13.2	19.6	20.3	22.1	381.6	8,264,875	1,417,145	787,387	1,168,802	491,520	1,905,294	242,772
• Columbus	581.5	.2327	30.1	15.4	20.9	18.1	21.8	243.0	5,325,564	752,353	530,953	857,677	392,768	1,150,822	152,775
Licking	128.2	.0513	33.2	10.2	16.3	22.8	24.2	48.1	762,696	130,920	72,790	120,453	34,769	184,121	19,034
• Newark	42.4	.0170	34.0	10.5	16.9	18.6	29.8	17.9	380,640	78,387	33,387	71,411	16,866	101,320	8,477
Madison	35.1	.0141	31.7	10.4	20.9	21.3	21.9	11.4	188,931	38,724	18,374	4,869	5,474	49,615	5,794
Pickaway	47.0	.0188	33.6	9.6	17.2	24.4	23.2	15.3	175,319	42,785	18,671	13,621	5,476	34,043	7,355
Union	33.5	.0135	33.0	9.4	17.3	22.2	24.4	11.5	136,894	33,270	11,712	11,704	1,759	34,682	4,156
SUBURBAN TOTAL	693.9	.2778	32.8	9.7	17.3	24.0	22.2	251.5	4,273,414	931,332	390,162	410,020	137,769	1,079,959	129,656
DAYTON-SPRINGFIELD	**945.5**	**.3785**	**33.1**	**10.4**	**17.1**	**22.0**	**24.8**	**369.5**	**6,572,449**	**1,329,719**	**618,803**	**872,366**	**313,898**	**1,647,873**	**199,525**
Clark	147.5	.0591	33.6	10.1	16.1	20.9	26.8	56.4	935,744	190,273	78,416	147,832	36,970	227,685	38,967
• Springfield	69.8	.0279	33.0	11.9	16.2	16.9	29.8	28.4	506,446	120,950	53,785	48,803	17,871	132,102	26,033
Greene	131.7	.0527	31.6	12.1	17.5	24.1	20.0	47.6	740,256	147,522	70,212	56,661	15,539	281,366	16,210
Miami	92.9	.0372	34.0	8.7	16.1	22.9	25.5	35.1	617,154	113,800	58,781	66,820	24,192	207,707	15,686



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Top 50+ Newspaper Ratings Study
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1989 Survey of Buying Power.

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The Beacon Journal

METRO & COUNTY TOTALS

OHIO (cont.)

POPULATION—12/31/89

S&MM ESTIMATES

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
Montgomery	573.4	.2295	33.3	10.4	17.5	21.6	25.3	230.4	4,279,295	878,124	411,094	601,053	237,197	931,115	128,662
• Dayton	179.3	.0718	32.4	12.8	16.9	17.3	28.4	78.2	1,130,913	220,216	106,369	144,220	45,544	285,426	32,945
Kettering	60.2	.0241	37.1	9.5	16.2	21.7	31.4	25.9	530,489	110,790	52,320	52,447	26,650	102,961	18,028
SUBURBAN TOTAL	696.4	.2788	33.3	9.6	17.3	23.7	23.4	262.9	4,935,090	988,553	458,349	679,343	250,483	1,230,345	140,547
HAMILTON-MIDDLETOWN	**282.0**	**.1129**	**31.3**	**13.1**	**17.1**	**21.4**	**22.3**	**102.5**	**1,549,704**	**320,234**	**165,392**	**159,743**	**59,376**	**479,922**	**50,954**
Butler	282.0	.1129	31.3	13.1	17.1	21.4	22.3	102.5	1,549,704	320,234	165,392	159,743	59,376	479,922	50,954
• Hamilton	65.1	.0261	32.8	10.9	16.6	17.9	28.4	26.3	422,744	110,034	46,152	60,901	28,777	80,404	19,137
• Middletown	46.8	.0187	34.2	10.3	16.1	19.1	29.5	19.5	308,796	53,567	37,214	72,418	8,603	64,692	11,702
SUBURBAN TOTAL	170.1	.0681	30.0	14.7	17.6	23.3	17.9	56.7	818,164	156,633	82,026	26,424	21,996	334,826	20,115
LIMA	**160.2**	**.0641**	**32.7**	**9.8**	**16.5**	**19.2**	**26.9**	**58.6**	**1,153,689**	**219,166**	**103,176**	**154,644**	**52,138**	**294,665**	**34,672**
Allen	114.6	.0459	32.7	10.0	16.5	19.3	26.9	42.0	911,008	160,821	80,677	143,850	39,617	229,825	25,527
• Lima	47.3	.0189	31.7	10.8	16.6	16.2	28.3	18.3	276,992	57,446	31,655	28,098	13,293	58,617	9,051
Auglaize	45.6	.0182	32.6	9.4	16.5	19.0	27.0	16.6	242,681	58,345	22,499	10,794	12,521	64,840	9,145
SUBURBAN TOTAL	112.9	.0452	33.1	9.5	16.3	20.5	26.3	40.3	876,697	161,720	71,521	126,546	38,845	236,648	25,621
LORAIN-ELYRIA	**274.4**	**.1099**	**31.1**	**10.4**	**17.5**	**20.9**	**22.4**	**98.1**	**1,548,537**	**310,383**	**117,016**	**191,966**	**67,544**	**458,091**	**65,030**
Lorain	274.4	.1099	31.1	10.4	17.5	20.9	22.4	98.1	1,548,537	310,383	117,016	191,966	67,544	458,091	65,030
• Elyria	58.0	.0232	30.6	11.3	18.6	18.9	22.9	22.5	527,859	66,523	33,747	126,544	35,071	135,646	17,291
• Lorain	72.6	.0291	31.4	10.7	16.5	18.3	25.7	27.2	262,540	56,615	25,997	19,013	11,718	62,521	16,907
SUBURBAN TOTAL	143.8	.0576	31.3	10.0	17.2	23.0	20.6	48.4	758,138	187,245	57,272	46,409	20,755	259,924	30,832

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College Graduates (363,300)	220,700 60.8%	297,600 81.9%
Professional, Technical, Managerial, Owners (433,800)	252,300 58.2%	346,800 79.9%

Sources *Sales and Marketing Management Survey of Buying Power 1989
**Cincinnati Prospectus 1990-1991

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OHIO (cont.)

POPULATION—12/31/89

S&MM ESTIMATES

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
MANSFIELD	129.3	.0517	33.2	10.0	16.5	21.8	25.3	49.3	931,518	179,497	74,280	167,918	43,558	209,824	21,966
Richland	129.3	.0517	33.2	10.0	16.5	21.8	25.3	49.3	931,518	179,497	74,280	167,918	[illegible]	209,824	21,966
• Mansfield	51.5	.0206	33.2	12.0	17.1	17.8	29.1	21.2	492,554	81,700	41,020	63,147	[illegible]	149,275	13,233
SUBURBAN TOTAL	77.8	.0311	33.2	8.6	16.3	24.5	22.7	28.1	438,964	97,797	33,260	104,771	27,280	60,549	8,733
PARKERSBURG–MARIETTA	156.6	.0627	33.8	9.5	16.4	21.5	26.5	60.3	1,077,105	203,766	100,217	197,359	44,600	261,448	36,401
Washington	65.3	.0261	33.2	10.2	16.1	21.3	25.8	24.0	329,068	78,655	32,013	29,442	14,891	77,437	12,025
• Marietta	16.3	.0065	33.8	14.8	15.4	17.1	31.1	6.4	179,266	38,693	22,523	24,535	9,122	31,858	8,220
Wood, W. Va.	91.3	.0366	34.2	9.1	16.5	21.6	27.0	36.3	748,037	125,111	68,204	167,917	29,709	184,011	24,376
• *Parkersburg*	37.9	.0152	37.1	9.2	15.2	18.7	34.0	16.6	479,074	94,291	49,032	65,576	12,483	158,184	17,818
SUBURBAN TOTAL	102.4	.0410	32.8	8.9	16.9	23.2	23.1	37.3	418,765	70,782	28,662	107,248	22,995	71,406	10,363
STEUBENVILLE–WEIRTON	149.8	.0601	34.8	9.9	15.8	20.2	29.5	57.0	708,138	170,984	61,270	109,531	22,707	140,242	32,860
Jefferson	83.6	.0335	35.5	9.7	15.4	19.8	30.8	31.6	450,451	87,749	33,802	80,453	12,834	99,246	17,129
• Steubenville	22.8	.0091	39.5	10.6	14.0	17.4	38.0	9.1	258,996	33,830	20,466	54,846	9,869	57,875	10,814
Brooke, W. Va.	28.3	.0114	33.7	11.5	15.9	20.4	27.6	10.5	107,286	33,733	13,443	8,790	5,775	23,206	6,250
Hancock, W. Va.	37.9	.0152	34.4	9.4	16.3	20.7	28.2	14.9	150,401	49,502	14,025	20,288	4,098	17,790	9,481
• *Weirton*	22.7	.0091	37.2	9.7	15.2	20.4	32.7	9.4	124,895	30,214	16,920	18,553	4,999	17,415	7,586
SUBURBAN TOTAL	104.3	.0419	33.6	9.8	16.2	20.8	27.0	38.5	324,247	106,940	23,884	36,132	7,839	64,952	14,460
TOLEDO	620.8	.2485	31.9	12.1	17.2	19.0	25.6	237.4	4,334,940	814,920	420,904	702,721	215,459	998,714	152,317
Fulton	41.5	.0166	31.7	9.2	16.9	20.4	24.0	14.8	240,206	54,166	19,908	8,430	8,984	76,445	10,549
Lucas	466.1	.1865	32.6	10.7	17.2	19.0	26.9	183.2	3,481,826	648,096	350,985	608,415	173,900	799,807	121,345
• Toledo	341.6	.1367	32.5	11.2	17.4	17.6	28.1	138.2	2,171,937	437,439	270,121	459,440	89,938	270,574	90,272
Wood	113.2	.0454	28.8	19.2	17.1	18.6	20.9	39.4	614,908	112,658	50,011	85,876	32,575	122,462	20,423
• Bowling Green	26.2	.0105	23.3	49.8	13.8	11.0	12.9	7.7	188,046	36,552	19,173	19,073	7,545	40,437	[illegible]
SUBURBAN TOTAL	253.0	.1013	32.2	9.5	17.4	21.7	23.5	91.5	1,976,957	340,929	131,610	224,208	117,976	687,703	[illegible]
YOUNGSTOWN–WARREN	507.0	.2028	34.4	9.5	16.3	20.2	28.9	191.8	3,279,321	891,293	274,598	396,044	147,265	777,682	133,613
Mahoning	273.5	.1094	35.1	9.8	15.8	19.2	30.8	104.0	1,775,886	314,593	145,499	212,852	101,191	437,720	81,671
• Youngstown	103.0	.0412	35.0	10.7	15.3	16.3	33.6	40.2	529,193	130,058	49,751	22,786	13,988	146,726	35,923
Trumbull	233.5	.0934	33.7	9.3	16.8	21.2	26.6	87.8	1,503,435	276,700	129,099	183,192	46,074	339,962	51,942
• Warren	52.0	.0208	34.2	10.1	15.8	18.4	30.4	20.9	498,396	115,257	49,356	20,447	12,344	184,984	19,220
SUBURBAN TOTAL	352.0	.1408	34.3	9.1	16.7	21.6	27.2	130.7	2,251,732	345,978	175,491	352,811	130,933	445,972	78,470
OTHER COUNTIES															
Adams	26.7	.0107	33.0	9.1	14.4	19.9	27.2	9.6	109,361	24,409	4,315	6,569	2,915	33,358	5,996

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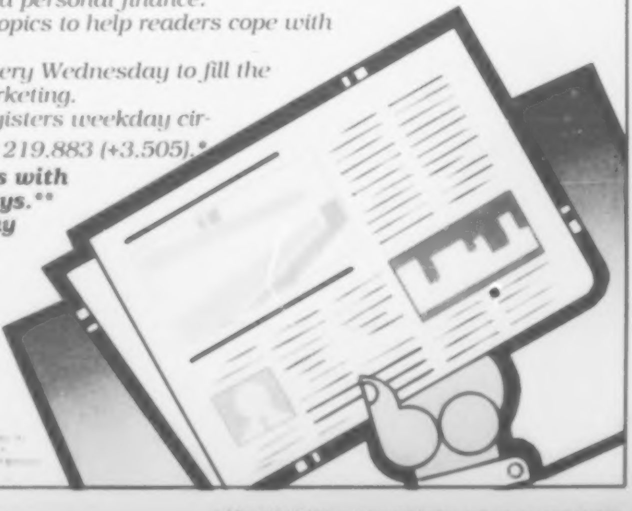

METRO & COUNTY TOTALS

OHIO (cont.)

POPULATION—12/31/89

S&MM ESTIMATES

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
Ashland	47.5	.0190	33.0	11.4	15.6	20.6	26.2	17.3	212,865	49,165	21,223	16,751	10,033	48,330	9,025
Ashtabula	102.5	.0410	33.4	8.8	16.0	20.0	27.5	37.7	513,669	103,116	39,630	58,822	19,418	134,098	15,671
Athens	58.4	.0234	27.9	24.1	16.3	16.8	21.6	20.0	244,691	64,623	28,418	17,238	7,398	50,690	9,732
☐ Belmont	77.9	.0312	35.6	8.9	15.9	18.9	32.0	30.6	463,520	111,606	34,808	101,968	19,083	74,886	16,768
Brown	36.7	.0147	32.7	8.9	15.4	20.5	25.9	13.1	93,172	27,949	9,985	8,356	2,155	18,753	3,022
Champaign	36.0	.0144	33.7	9.1	16.2	21.7	26.2	13.5	149,657	45,295	10,580	8,522	3,121	41,503	6,660
Clinton	36.9	.0148	32.8	10.3	16.0	20.3	26.3	14.0	230,295	60,744	15,915	12,385	4,725	64,482	7,263
Columbiana	111.2	.0445	34.0	9.1	16.1	20.2	28.1	42.0	497,480	128,750	40,726	41,749	13,655	136,255	18,386
Coshocton	37.2	.0149	34.5	8.6	15.6	20.8	28.5	14.4	139,309	43,070	12,156	12,702	4,789	18,832	4,588
Crawford	49.2	.0197	34.0	9.1	15.9	21.3	27.0	18.9	227,765	49,368	22,445	15,493	7,428	50,252	12,809
Darke	56.9	.0228	33.0	9.0	15.8	20.5	26.5	21.0	361,998	80,578	24,343	23,827	11,807	108,247	7,570
Defiance	41.2	.0165	30.7	10.7	16.8	20.3	22.5	14.7	258,887	60,228	21,938	27,930	11,614	68,827	7,138
Erie	79.3	.0317	33.4	9.4	16.5	21.2	26.2	29.7	559,061	86,453	57,149	120,695	25,984	126,706	16,904
Fayette	27.6	.0111	34.0	8.8	16.3	20.8	27.5	10.3	180,335	42,755	17,529	14,485	3,391	40,351	4,906
Gallia	31.2	.0125	33.3	10.7	16.0	21.6	25.8	11.1	188,021	41,177	16,826	21,599	6,085	49,923	7,401
Guernsey	41.1	.0164	34.1	8.9	15.9	19.5	29.1	15.3	204,654	45,607	23,960	25,323	5,732	37,197	5,409
Hancock	65.6	.0263	32.6	10.3	16.8	20.7	25.3	25.4	528,980	68,346	47,070	110,328	21 964	158,604	12,956
Hardin	32.8	.0131	31.4	14.2	15.5	18.9	25.4	12.1	129,319	43,955	11,894	7,201	3,014	28,249	8,947
Harrison	16.5	.0066	34.5	8.6	15.5	19.3	30.0	6.1	43,587	14,989	1,716	516	806	14,697	2,826
Henry	28.6	.0115	32.9	9.7	15.7	20.0	26.7	10.6	126,800	27,677	7,439	5,722	4,553	42,628	5,194
Highland	36.7	.0147	34.9	8.5	14.6	20.0	29.9	14.0	163,825	43,066	17,279	11,636	3,607	30,376	8,685
Hocking	26.0	.0104	33.7	9.2	15.7	21.0	26.9	10.0	119,604	25,265	9,838	10,227	2,431	28,696	5,729
Holmes	30.9	.0123	28.4	9.6	15.8	18.4	21.2	9.1	131,056	27,454	16,884	6,977	4,944	23,024	2,327
Huron	56.8	.0228	31.8	9.5	16.7	20.2	24.4	20.8	363,846	79,972	25,099	26,041	22,271	124,179	15,596
Jackson	30.3	.0121	33.7	9.1	15.5	19.6	28.3	11.3	146,292	45,356	11,992	13,729	2,731	28,497	12,036
Knox	49.1	.0196	33.5	12.6	15.1	20.4	27.3	18.0	200,455	51,052	21,022	21,182	5,176	48,811	7,244
☐ Lawrence	64.0	.0256	33.5	8.7	15.8	21.4	26.2	23.7	229,016	61,302	21,661	17,877	10,282	44,805	11,113
Logan	42.3	.0169	34.2	8.6	15.7	19.3	29.4	16.1	207,977	56,935	22,235	11,051	5,221	46,168	9,622
Marion	65.1	.0261	32.5	9.5	18.4	21.4	24.1	23.9	401,254	83,934	33,257	75,053	17,001	78,074	12,257
Meigs	24.5	.0098	34.1	8.6	15.9	20.1	28.5	9.2	78,919	21,666	5,646	6,013	4,884	17,422	5,122
Mercer	40.2	.0161	31.0	10.3	15.8	18.1	25.5	13.7	221,392	48,824	18,055	24,369	9,334	51,211	5,977
Monroe	15.8	.0063	33.9	8.7	15.9	20.4	28.0	6.1	45,5[illegible]	16,824	3,010	109	1,350	11,983	1,585
Morgan	14.5	.0058	34.4	8.2	14.9	19.4	29.7	5.2	29,679	6,603	2,527	1,106	1,178	7,555	2,289
Morrow	28.6	.0114	32.2	8.5	16.4	22.7	22.7	10.1	91,592	22,658	3,269	6,084	878	24,170	2,410
Muskingum	85.4	.0342	33.3	10.1	15.6	20.1	27.2	32.4	556,321	121,789	47,838	79,646	46,335	109,615	13,408
Noble	11.6	.0047	34.1	9.0	15.0	18.4	30.2	4.3	36,583	9,064	1,568	426	1,193	13,423	1,674
Ottawa	41.2	.0164	34.8	8.7	15.3	21.0	28.7	15.7	216,295	55,922	26,862	6,387	5,974	64,890	6,505
Paulding	22.0	.0089	30.8	9.7	16.4	20.4	22.8	7.8	50,957	16,973	4,773	842	2,154	14,066	2,709
Perry	33.0	.0132	32.0	9.7	15.7	18.9	26.4	11.7	85,935	22,307	6,267	2,080	1,473	31,203	3,429
Pike	25.4	.0101	33.4	9.0	15.1	20.7	26.9	9.3	100,863	27,298	8,785	7,378	1,823	20,019	7,237
Preble	41.5	.0166	33.4	8.7	16.4	22.0	25.5	15.2	147,309	33,982	14,719	5,752	3,351	24,415	5,240
Putnam	34.1	.0137	30.1	10.7	15.5	18.3	24.0	11.5	169,342	31,474	13,265	8,828	4,753	57,869	7,517
Ross	68.5	.0274	34.6	9.0	16.4	22.5	26.9	24.4	371,182	78,355	29,345	79,237	30,956	66,091	10,867
Sandusky	64.3	.0258	32.2	9.7	16.3	19.9	25.5	23.6	306,809	71,187	25,996	20,669	10,064	88,128	13,135
Scioto	82.6	.0330	34.2	9.0	15.6	19.8	28.9	30.6	413,404	101,515	45,149	45,862	16,374	94,765	14,064
Seneca	62.2	.0249	31.7	10.7	16.1	19.0	25.7	22.2	310,126	68,906	25,714	24,504	13,528	74,754	10,850
Shelby	44.6	.0179	31.2	9.7	16.8	20.0	23.6	15.4	183,692	39,847	25,585	8,335	8,033	36,889	8,871
Tuscarawas	87.2	.0349	34.5	9.2	16.0	20.3	28.9	33.8	524,484	119,141	38,107	54,001	32,386	124,955	19,494
Van Wert	31.2	.0124	33.9	9.1	16.2	19.3	28.9	11.8	142,676	32,580	12,446	7,835	3,164	43,075	6,305
Vinton	12.0	.0048	32.7	9.3	15.8	19.6	26.7	4.3	23,607	8,181	1,395	295	810	2,631	616
Wayne	105.6	.0423	31.3	11.4	17.4	20.8	22.8	37.4	555,355	131,907	38,590	39,378	25,184	179,214	13,254
Williams	38.8	.0155	33.0	9.5	16.2	20.3	26.4	14.6	199,092	47,086	23,266	10,244	4,815	33,080	8,930
Wyandot	22.7	.0090	33.8	9.5	15.3	20.0	28.1	8.2	103,132	23,373	9,302	8,130	2,908	26,333	4,903
TOTAL METRO COUNTIES	**8,597.0**	**3.4411**	**33.0**	**10.7**	**17.2**	**20.8**	**25.8**	**3,303.2**	**58,224,688**	**11,397,568**	**5,624,888**	**8,006,180**	**2,937,329**	**13,298,938**	**1,977,730**
TOTAL STATE	**10,934.8**	**4.3767**	**33.0**	**10.6**	**16.9**	**20.6**	**25.9**	**4,161.7**	**69,923,217**	**14,076,398**	**6,649,430**	**9,185,799**	**3,404,200**	**16,196,501**	**2,480,020**

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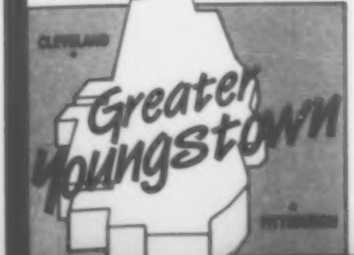

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OHIO (cont.)

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
AKRON	**8,132,308**	**25,760**	**21.0**	**28.9**	**18.3**	**14.2**	**.2491**
Portage	1,757,473	28,270	18.8	30.4	19.7	16.5	.0503
• Kent	316,628	21,187	23.4	25.8	14.3	12.2	.0122
Summit	3,374,835	25,110	21.5	28.5	18.0	13.6	.1988
• Akron	2,466,897	20,001	24.9	27.4	13.5	9.0	.0830
• Barberton	292,196	20,157	26.9	28.5	13.2	8.6	.0088
Cuyahoga Falls	637,500	26,815	21.5	32.6	21.6	10.6	.0201
SUBURBAN TOTAL	5,056,587	30,297	17.9	30.0	22.2	18.2	.1451
CANTON	**4,599,640**	**24,863**	**21.7**	**31.3**	**18.3**	**10.7**	**.1445**
Carroll	278,190	22,407	25.0	32.2	15.3	8.0	.0084
Stark	4,321,450	25,052	21.5	31.2	18.6	10.8	.1361
• Alliance	244,441	20,414	24.2	30.3	13.3	7.4	.0096
• Canton	905,544	18,705	25.1	27.6	11.9	7.7	.0313
• Massillon	354,473	20,891	25.7	28.0	16.3	7.6	.0131
SUBURBAN TOTAL	3,095,182	27,982	19.5	33.3	21.6	12.6	.0905
CINCINNATI	**19,495,351**	**27,155**	**19.6**	**27.1**	**18.6**	**17.7**	**.5962**
Clermont	1,705,852	27,191	19.8	32.8	21.4	11.8	.0533
Hamilton	12,606,543	27,052	19.4	25.2	17.4	19.9	.3817
• Cincinnati	4,833,091	20,122	23.6	25.1	12.9	12.2	.1490
Warren	1,401,152	30,339	17.6	30.2	23.6	16.6	.0415
Dearborn, Ind.	*406,544*	*24,431*	*21.6*	*32.2*	*17.1*	*10.2*	*.0128*
Boone, Ky.	*646,967*	*28,297*	*19.1*	*32.1*	*23.0*	*12.7*	*.0271*
Campbell, Ky.	*999,706*	*26,266*	*21.1*	*27.4*	*19.8*	*14.8*	*.0293*
Kenton, Ky.	*1,728,587*	*25,943*	*21.3*	*27.8*	*18.7*	*14.7*	*.0505*
Covington	*472,361*	*18,359*	*26.5*	*25.1*	*12.8*	*8.3*	*.0164*
SUBURBAN TOTAL	14,662,260	30,171	17.9	27.8	21.1	20.0	.4472
CINCINNATI–HAMILTON CONSOLIDATED AREA	***22,746,406***	***26,940***	***19.7***	***27.4***	***18.7***	***17.0***	***.6952***
CLEVELAND	**25,613,094**	**27,753**	**18.9**	**26.4**	**18.7**	**18.6**	**.7464**
Cuyahoga	19,906,040	26,395	19.5	25.5	17.5	18.2	.5764
• Cleveland	5,436,213	18,444	22.5	24.4	13.2	9.1	.1608
Cleveland Heights	861,906	30,548	17.8	26.6	18.1	24.6	.0221
Euclid	859,053	26,859	20.7	28.0	18.3	17.1	.0224
Lakewood	915,906	25,432	23.7	29.0	16.7	15.7	.0233
Parma	1,328,189	32,018	17.8	29.3	23.3	20.4	.0396
Geauga	1,170,720	35,093	14.0	26.9	23.0	27.2	.0301
Lake	2,869,568	30,106	18.1	31.7	22.9	16.7	.0918
Mentor	630,911	33,883	12.8	32.4	25.8	22.2	.0254
Medina	1,666,766	34,026	14.6	28.2	24.8	23.3	.0481
SUBURBAN TOTAL	20,176,881	31,470	17.4	27.3	21.0	22.6	.5856
CLEVELAND–AKRON–LORAIN CONSOLIDATED AREA	***37,155,157***	***27,421***	***19.2***	***27.3***	***18.9***	***17.4***	***1.0962***
COLUMBUS	**17,218,380**	**25,109**	**22.1**	**28.6**	**17.5**	**14.3**	**.5504**
Delaware	822,397	29,421	19.0	29.3	20.7	18.4	.0231
Fairfield	1,127,700	24,973	22.7	31.6	18.3	10.8	.0337
• Lancaster	397,140	20,657	26.5	30.6	12.9	7.9	.0149
Franklin	12,520,881	24,778	22.2	27.8	17.1	14.8	.4100
• Columbus	7,039,953	21,685	24.5	27.6	15.0	11.1	.2464
Licking	1,517,643	25,249	22.4	29.6	18.8	12.0	.0467
• Newark	499,267	20,822	25.5	28.8	14.0	9.2	.0176
Madison	339,975	23,927	24.6	31.0	16.7	10.4	.0114
Pickaway	477,822	24,594	22.7	31.6	17.6	11.4	.0141
Union	411,962	28,609	17.5	31.0	18.4	19.1	.0114
SUBURBAN TOTAL	9,282,020	29,171	19.4	29.2	20.5	18.2	.2715
DAYTON–SPRINGFIELD	**12,381,539**	**26,197**	**20.9**	**28.1**	**18.4**	**15.6**	**.3785**
Clark	1,797,911	25,244	21.0	29.2	18.2	13.1	.0554
• Springfield	790,798	20,479	23.5	27.6	13.8	9.5	.0264
Greene	1,840,541	31,319	17.0	26.8	20.9	22.6	.0515
Miami	1,152,238	26,405	21.4	30.2	19.4	13.9	.0357
Montgomery	7,590,849	25,352	21.6	27.7	17.9	15.1	.2359
• Dayton	1,923,407	17,991	25.7	25.5	12.4	7.5	.0633
Kettering	987,179	29,406	21.6	26.9	20.5	19.9	.0291
SUBURBAN TOTAL	9,667,334	29,319	19.2	28.8	20.7	18.7	.2868
HAMILTON–MIDDLETOWN	**3,251,055**	**25,961**	**20.2**	**29.3**	**19.1**	**13.2**	**.0990**
Butler	3,251,055	25,961	20.2	29.3	19.1	13.2	.0990
• Hamilton	687,456	20,153	23.8	29.0	15.0	8.4	.0230
• Middletown	553,020	21,774	22.5	24.9	15.4	11.1	.0175
SUBURBAN TOTAL	2,010,579	29,846	17.8	30.1	23.3	16.1	.0585
LIMA	**1,814,963**	**24,743**	**22.5**	**30.3**	**17.6**	**12.1**	**.0605**
Allen	1,297,056	24,400	22.2	29.3	17.5	12.3	.0447
• Lima	482,132	19,956	24.5	27.6	13.7	8.7	.0160

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Auglaize	517,907	25,468	23.2	33.3	17.6	11.6	.0158
SUBURBAN TOTAL	1,332,831	26,825	21.5	31.7	19.3	13.7	.0445
LORAIN–ELYRIA	**3,409,755**	**29,265**	**17.0**	**29.9**	**22.1**	**16.2**	**.1007**
Lorain	3,409,755	29,265	17.0	29.9	22.1	16.2	.1007
• Elyria	720,473	26,292	19.6	31.1	19.3	13.2	.0248
• Lorain	857,317	26,171	18.8	27.2	19.8	13.8	.0234
SUBURBAN TOTAL	1,831,965	32,070	14.9	30.7	24.7	19.0	.0525
MANSFIELD	**1,519,805**	**24,578**	**23.1**	**30.5**	**17.9**	**11.2**	**.0496**
Richland	1,519,805	24,578	23.1	30.5	17.9	11.2	.0496
• Mansfield	583,042	19,722	27.0	27.2	13.5	8.7	.0216
SUBURBAN TOTAL	936,763	28,142	20.1	33.0	21.2	13.2	.0280
PARKERSBURG–MARIETTA	**1,626,452**	**21,358**	**25.0**	**30.8**	**14.8**	**7.6**	**.0560**
Washington	659,314	21,599	25.4	31.4	15.4	7.2	.0210
• Marietta	162,259	17,989	28.8	26.7	11.2	6.9	.0069
Wood, W. Va.	*967,138*	*21,179*	*24.8*	*30.5*	*14.3*	*7.9*	*.0350*
• Parkersburg	*395,810*	*17,832*	*27.0*	*27.6*	*10.8*	*6.5*	*.0174*
SUBURBAN TOTAL	1,068,383	23,437	23.5	33.1	17.1	8.2	.0317
STEUBENVILLE–WEIRTON	**1,630,952**	**23,722**	**21.4**	**29.5**	**18.3**	**9.3**	**.0491**
Jefferson	898,549	23,122	21.5	28.7	18.2	9.1	.0282
• Steubenville	252,561	19,590	22.0	25.3	15.7	10.3	.0102
Brooke, W. Va.	*265,923*	*22,000*	*23.7*	*35.2*	*14.1*	*5.1*	*.0082*
Hancock, W. Va.	*466,480*	*26,536*	*19.3*	*27.9*	*21.6*	*12.5*	*.0127*
• Weirton	*309,627*	*28,159*	*18.3*	*26.2*	*22.4*	*15.2*	*.0087*
SUBURBAN TOTAL	1,068,764	23,672	21.9	31.9	18.0	7.6	.0302
TOLEDO	**7,898,730**	**25,805**	**20.6**	**26.9**	**18.3**	**15.5**	**.2453**
Fulton	509,764	28,003	19.4	30.1	20.2	15.9	.0152
Lucas	5,956,806	25,098	20.8	26.6	17.7	15.0	.1885
• Toledo	4,125,270	22,929	22.0	26.4	16.5	12.6	.1279
Wood	1,432,160	28,133	19.5	27.8	19.9	17.9	.0416
• Bowling Green	261,061	20,319	25.4	22.7	14.7	13.3	.0094
SUBURBAN TOTAL	3,512,399	30,286	17.9	28.2	21.1	20.1	.1080
YOUNGSTOWN–WARREN	**6,073,025**	**25,297**	**20.3**	**29.1**	**17.8**	**13.6**	**.1900**
Mahoning	2,851,880	22,170	22.4	30.9	15.1	8.6	.0962
• Youngstown	928,459	17,041	24.5	26.3	11.2	6.0	.0316
Trumbull	3,221,145	29,863	17.9	26.9	20.9	19.6	.0938
• Warren	685,604	25,171	19.2	25.0	17.9	16.0	.0233
SUBURBAN TOTAL	4,458,962	27,683	19.1	30.7	19.8	15.6	.1351
OTHER COUNTIES							
Adams	192,416	13,990	28.2	22.5	9.2	3.6	.0070
Ashland	510,232	23,445	24.7	32.3	16.0	9.7	.0153
Ashtabula	1,111,968	23,955	22.9	31.1	17.8	9.7	.0340
Athens	586,183	19,505	27.0	25.0	13.1	10.9	.0179
☐ Belmont	824,535	22,126	22.8	30.5	16.5	7.6	.0268
Brown	344,340	20,764	24.4	30.2	14.0	7.4	.0098
Champaign	410,010	24,252	23.4	33.1	16.8	10.5	.0117
Clinton	395,295	21,693	25.7	28.8	15.3	9.7	.0129
Columbiana	1,108,013	21,460	24.5	31.4	15.5	6.4	.0344
Coshocton	389,832	21,286	26.0	29.3	15.2	8.1	.0114
Crawford	509,189	21,370	26.2	30.9	14.9	7.4	.0157
Darke	583,132	21,944	26.5	32.9	13.7	8.3	.0196
Defiance	471,177	26,318	21.6	32.2	19.4	11.8	.0150
Erie	948,738	25,654	20.7	30.5	19.0	12.6	.0306
Fayette	226,113	16,666	30.3	27.9	8.6	4.6	.0087
Gallia	295,324	19,633	25.7	26.8	14.5	7.8	.0103
Guernsey	399,887	19,981	26.5	28.9	13.6	7.4	.0130
Hancock	922,084	29,000	18.8	29.5	20.0	18.4	.0285
Hardin	309,750	19,997	25.7	29.6	14.0	6.3	.0097
Harrison	154,769	19,928	26.2	29.0	14.6	6.2	.0043
Henry	351,733	26,965	21.4	30.9	20.2	13.9	.0099
Highland	343,875	18,407	28.4	27.8	11.5	6.7	.0110
Hocking	236,926	18,858	29.0	30.9	11.3	4.6	.0078
Holmes	255,367	21,000	27.6	28.9	14.3	9.3	.0086
Huron	612,098	23,910	23.7	32.6	16.9	9.3	.0202
Jackson	254,041	16,855	26.9	27.2	10.3	4.7	.0088
Knox	474,158	19,926	28.3	30.3	12.2	7.3	.0147
☐ Lawrence	633,492	21,235	22.7	29.1	15.0	8.5	.0187
Logan	424,591	20,318	27.7	29.6	13.7	7.4	.0135
Marion	675,584	22,906	23.1	32.9	15.7	8.2	.0225
Meigs	197,433	16,345	27.1	27.7	9.6	3.8	.0063
Mercer	490,714	28,662	19.1	30.4	20.0	17.0	.0146
Monroe	155,783	20,602	23.1	28.7	16.4	5.9	.0044

OHIO (cont.)

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over — A	B	C	D	Buying Power Index
Morgan	129,401	19,312	26.9	29.5	12.6	6.2	.0037
Morrow	259,475	20,909	28.1	33.8	13.2	5.4	.0077
Muskingum	828,640	19,275	27.4	28.3	13.1	6.9	.0291
Noble	113,732	20,861	24.7	28.9	14.9	7.8	.0034
Ottawa	582,920	30,059	18.7	28.4	20.6	20.5	.0159
Paulding	228,177	25,163	21.7	34.8	19.0	8.2	.0061
Perry	292,528	19,497	29.1	29.6	12.8	6.2	.0086
Pike	242,128	18,714	28.1	24.9	13.0	8.8	.0075
Preble	541,798	28,993	19.1	28.0	20.6	18.5	.0142
Putnam	307,652	22,099	26.4	34.7	13.8	6.7	.0103
Ross	761,008	24,115	22.8	29.2	16.4	13.1	.0236
Sandusky	728,846	25,203	21.6	32.5	19.8	10.1	.0216
Scioto	754,244	17,724	27.3	24.8	12.6	7.1	.0253
Seneca	637,403	23,579	24.3	33.8	17.0	8.0	.0201
Shelby	521,720	27,214	19.7	32.0	20.1	13.7	.0146
Tuscarawas	902,949	21,476	26.1	31.9	14.5	6.9	.0299
Van Wert	382,087	27,038	20.2	31.9	20.1	13.1	.0107
Vinton	107,623	18,690	27.2	27.1	12.4	7.4	.0030
Wayne	1,260,767	26,755	21.1	31.2	19.5	14.2	.0373
Williams	436,758	24,584	22.8	32.7	18.1	9.3	.0133
Wyandot	225,965	21,950	26.8	32.0	15.7	7.1	.0070
TOTAL METRO COUNTIES	**110,641,731**	**26,256**	**20.4**	**28.0**	**18.3**	**15.6**	**3.3852**
TOTAL STATE	**135,228,307**	**25,336**	**21.3**	**28.4**	**17.8**	**14.3**	**4.1502**

Oklahoma

POPULATION—12/31/89

S&MM ESTIMATES

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
ENID	**59.7**	**.0239**	**33.2**	**10.7**	**17.4**	**19.8**	**27.2**	**23.5**	**392,670**	**87,530**	**35,398**	**65,891**	**13,935**	**92,848**	**12,536**
Garfield	59.7	.0239	33.2	10.7	17.4	19.8	27.2	23.5	392,670	87,530	35,398	65,891	13,935	92,848	12,536
• Enid	47.9	.0192	33.0	11.5	18.0	19.0	27.3	19.3	378,969	84,179	35,055	65,864	13,880	87,421	12,201
SUBURBAN TOTAL	11.8	.0047	34.5	7.7	15.1	23.0	26.3	4.2	13,701	3,351	343	27	55	5,427	335
LAWTON	**119.1**	**.0477**	**27.0**	**18.2**	**18.2**	**18.7**	**16.8**	**39.5**	**679,793**	**138,391**	**63,454**	**129,421**	**34,634**	**144,323**	**13,693**
Comanche	119.1	.0477	27.0	18.2	18.2	18.7	16.8	39.5	679,793	138,391	63,454	129,421	34,634	144,323	13,693
• Lawton	85.0	.0340	28.5	14.3	16.7	19.6	18.2	31.5	627,886	121,761	59,666	127,946	33,905	137,325	12,591
SUBURBAN TOTAL	34.1	.0137	24.2	27.9	16.9	16.4	13.3	8.0	51,907	16,630	3,788	1,475	729	6,998	1,102
OKLAHOMA CITY	**973.7**	**.3897**	**32.0**	**11.3**	**18.5**	**21.3**	**23.1**	**378.5**	**7,178,036**	**1,413,583**	**780,371**	**833,574**	**357,597**	**2,025,574**	**181,615**
Canadian	75.3	.0302	31.3	8.0	19.6	24.2	18.6	25.8	353,256	94,160	35,001	37,493	9,804	113,197	8,004
Cleveland	163.5	.0654	29.0	15.1	21.4	22.0	15.2	60.2	957,795	189,587	97,935	99,795	24,409	347,546	19,999
• Norman	78.3	.0313	28.6	20.8	21.7	18.4	17.7	30.8	638,909	91,689	67,772	64,968	17,189	279,817	12,279
Logan	31.0	.0124	33.7	10.8	15.0	19.8	28.2	11.0	93,628	22,602	8,185	10,074	1,092	29,370	4,250
McClain	25.7	.0103	34.8	8.0	14.8	24.8	24.9	9.1	109,949	24,244	8,012	15,951	2,363	27,491	2,805
Oklahoma	618.4	.2475	32.6	11.0	18.4	20.7	24.9	250.2	5,333,509	968,000	593,086	629,088	310,512	1,466,192	134,277
Midwest City	52.9	.0212	31.2	11.8	18.4	20.7	22.4	20.5	626,843	138,732	43,584	137,829	15,309	204,303	15,039
• Oklahoma City	430.6	.1724	32.9	10.7	18.7	20.4	25.6	178.6	3,681,623	547,983	430,699	438,069	248,709	1,029,889	87,689
Pottawatomie	59.8	.0239	35.0	10.0	14.4	21.2	28.9	22.2	329,899	114,990	38,152	41,173	9,417	41,778	12,280
• Shawnee	26.3	.0105	36.2	12.3	14.0	18.2	33.4	10.5	270,967	96,844	27,761	35,735	7,756	37,472	11,437
SUBURBAN TOTAL	438.5	.1755	31.7	10.1	18.1	22.9	21.1	158.6	2,586,537	677,067	254,139	294,802	83,943	678,396	70,210
TULSA	**740.5**	**.2965**	**32.7**	**9.9**	**18.4**	**22.0**	**23.7**	**289.5**	**5,107,187**	**1,158,966**	**543,279**	**601,009**	**255,251**	**1,260,043**	**106,038**
Creek	66.2	.0265	33.9	8.1	16.0	22.5	25.8	23.9	202,525	75,790	20,151	18,562	4,443	35,121	6,742
Osage	41.3	.0166	35.1	8.0	16.2	22.1	28.0	15.3	89,883	41,634	5,323	5,443	767	13,792	4,710
Rogers	57.9	.0232	33.3	8.1	16.2	25.9	21.2	20.1	209,906	64,090	18,509	19,403	2,872	46,966	4,409
Tulsa	521.2	.2086	32.4	10.8	19.1	21.3	23.9	212.0	4,519,911	945,828	490,849	541,982	244,351	1,157,269	85,489
• Tulsa	372.6	.1491	33.0	11.4	19.1	20.5	25.6	158.3	3,628,774	716,788	401,197	419,850	218,841	955,499	64,676
Wagoner	53.9	.0216	31.7	7.5	17.6	23.7	20.4	18.2	85,162	31,624	8,447	15,619	2,818	6,895	4,688
SUBURBAN TOTAL	367.9	.1474	32.4	8.4	17.8	23.4	21.9	131.2	1,478,413	442,178	142,082	181,159	36,410	304,"44	41,362
OTHER COUNTIES															
Adair	22.0	.0088	33.4	8.5	13.9	19.7	28.0	7.2	42,829	19,075	2,258	7,146	603	4,723	628
Alfalfa	6.4	.0026	43.2	6.1	10.8	17.2	43.0	2.4	19,305	5,707	870	874	215	4,996	590
Atoka	13.4	.0054	36.0	8.2	15.6	20.9	30.6	4.6	62,195	17,053	3,019	8,514	2,562	11,578	1,936
Beaver	7.0	.0028	35.9	6.8	15.0	20.9	30.5	2.9	17,424	6,559	1,058	50	195	2,223	561
Beckham	20.7	.0083	35.8	9.3	14.8	17.8	33.2	8.0	116,546	31,454	10,399	17,171	3,178	25,252	2,449
Blaine	13.0	.0052	36.8	8.5	13.3	18.8	33.8	5.0	40,758	14,982	3,338	1,431	640	5,554	1,327
Bryan	34.5	.0138	35.7	10.9	14.2	18.7	32.3	13.4	157,202	41,821	12,554	22,915	6,412	27,629	4,098
Caddo	32.6	.0130	35.7	8.4	13.3	19.0	32.0	12.3	104,385	29,607	7,016	12,019	2,781	20,535	3,057
Carter	46.0	.0184	35.7	8.5	14.8	19.7	31.2	17.6	292,826	72,490	28,019	33,200	11,869	62,652	9,525
Cherokee	35.9	.0143	32.0	13.2	14.4	19.6	26.1	12.7	151,421	46,419	12,670	21,356	5,180	26,655	2,837
Choctaw	17.2	.0069	36.6	7.6	13.1	18.5	33.7	6.1	62,864	17,481	4,182	10,669	1,646	13,211	1,532
Cimarron	3.9	.0016	37.3	6.2	14.7	20.1	33.2	1.6	16,667	4,601	999	19	80	3,313	145
Coal	6.0	.0024	38.8	7.3	12.3	17.8	36.9	2.2	14,409	6,165	743	2,099	174	507	616
Cotton	7.2	.0029	38.7	7.2	13.3	19.2	36.0	2.8	19,757	6,662	1,421	1,010	744	3,963	887
Craig	15.2	.0061	38.8	7.7	13.4	21.2	34.6	5.6	79,679	19,350	8,447	8,151	1,852	18,911	1,923
Custer	30.4	.0121	30.9	17.7	15.1	17.4	26.4	11.5	166,110	40,822	13,572	16,100	5,755	38,116	8,013
Delaware	29.9	.0120	39.6	6.8	12.1	19.3	37.1	11.4	113,194	33,613	8,108	19,669	4,011	26,510	2,201
Dewey	5.7	.0023	39.0	7.7	13.0	17.9	37.4	2.1	15,823	5,376	937	54	326	1,514	273

OKLA. (cont.)

POPULATION—12/31/89 | **RETAIL SALES BY STORE GROUP—1989**

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
Ellis	5.3	.0021	37.1	7.5	14.9	17.9	34.8	2.0	15,980	4,348	1,098	422	293	4,449	619
Garvin	28.3	.0113	38.3	8.2	13.1	19.2	35.2	11.0	123,412	37,633	11,731	12,009	2,287	20,290	4,784
Grady	44.0	.0176	34.3	9.2	15.1	21.4	27.5	16.1	204,303	54,944	17,565	15,090	8,742	58.972	6,066
Grant	6.0	.0024	42.9	6.2	11.8	18.8	41.4	2.3	14,632	3,287	755	25	153	4,831	759
Greer	6.3	.0026	43.6	9.7	12.8	15.8	43.8	2.7	15,236	8,166	990	473	330	899	1,394
Harmon	4.1	.0016	42.9	6.5	11.1	16.1	42.4	1.7	12,350	4,533	709	420	371	1,327	962
Harper	4.3	.0017	39.3	8.0	13.4	20.9	35.3	1.8	12,201	2,280	636	812	296	4,145	840
Haskell	12.0	.0048	38.1	6.8	13.6	19.2	35.2	4.7	48,379	12,050	1,831	9,972	504	11,603	1,767
Hughes	14.1	.0057	41.3	6.8	11.6	19.0	39.3	5.6	45,059	15,319	1,978	8,061	768	8,439	1,254
Jackson	29.7	.0119	30.4	12.7	16.8	19.5	22.7	10.9	187,751	34,368	17,771	17,011	6,250	59,823	7,677
Jefferson	8.4	.0033	38.4	7.5	13.5	17.3	36.9	3.2	25,450	8,717	2,155	612	409	4,584	1,356
Johnston	10.7	.0043	36.5	9.8	13.1	18.4	33.5	4.0	24,019	8,047	2,609	85	698	3,585	1,090
Kay	50.0	.0200	36.5	8.9	15.3	19.3	32.8	20.2	316,562	83,408	26.502	41,937	10,090	52,139	12,705
Kingfisher	14.3	.0057	34.7	9.2	14.5	20.3	29.2	5.3	61,453	17,971	4,175	6,706	788	16,636	2,696
Kiowa	12.3	.0050	41.2	7.5	11.7	17.6	40.2	5.1	45,045	16,624	1,784	5,330	2,227	3,973	2,799
Latimer	10.7	.0042	36.5	10.2	12.5	19.0	33.0	3.8	28,038	14,486	1,871	1,616	593	1,500	1,198
Le Flore	47.8	.0192	35.6	8.1	14.1	20.5	30.5	17.6	151,901	53,277	8,567	21,776	4,411	22.959	4,621
Lincoln	30.4	.0121	36.0	8.1	13.9	21.4	30.1	11.6	85,132	22,499	8,609	8,309	1,434	10,030	1,721
Love	8.3	.0034	37.0	7.5	14.1	20.3	32.6	3.2	32.902	12,543	2,247	1,013	811	7,805	860
McCurtain	37.3	.0149	33.1	8.1	14.6	20.2	27.0	13.2	178,212	46,609	15,052	30,602	5,211	42,483	5,100
McIntosh	17.8	.0071	42.2	6.8	11.0	19.8	39.8	7.1	87,207	23,118	6,911	8,401	2,824	24,942	3,484
Major	8.8	.0035	36.4	8.2	14.2	20.5	31.6	3.2	43,039	9,868	2,194	3,143	127	14,290	274
Marshall	11.9	.0048	42.2	7.1	11.5	18.0	41.2	5.1	51,821	18,653	3,202	1,974	1,220	13,859	2,282
Mayes	35.4	.0142	35.9	8.0	13.9	21.1	30.3	13.2	178,268	51,008	10,357	21,342	8,138	37,525	3,363
Murray	12.4	.0049	37.2	7.6	13.8	18.8	34.2	4.9	66,263	17,345	5,024	7,491	701	20,239	2,761
Muskogee	70.8	.0284	34.9	9.0	15.0	19.2	30.7	26.7	416,645	103,276	40,963	58,793	15,980	79,904	11,602
Muskogee	41.3	.0165	36.3	9.2	14.7	17.0	34.5	16.5	362,093	84,201	34,970	57,777	13,967	75,769	10,486
Noble	12.1	.0048	36.5	8.7	14.2	20.8	31.5	4.8	44,426	12,679	5,255	1,650	154	5,865	1,556
Nowata	11.2	.0045	37.3	8.1	14.3	19.9	33.3	4.3	28,597	10,271	2,462	5,448	238	3,843	948
Okfuskee	11.2	.0045	39.7	6.5	11.3	18.6	37.8	4.3	37,181	14,849	1,276	989	669	5,322	3,074

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A combined buy of one issue of The Daily Oklahoman and one issue of The Sunday Oklahoman will reach your target market in the Oklahoma City ADI.

	Percent Reach
total adults	67%
food Principal Food Shopper	64%
travel Frequent Flier (3 or more Air Trips in past 12 months)	73%
auto Purchased New Car in Past 2 Years	75%

Source: 1989 Scarborough/Simmons Top 50 - Newspaper Ratings Study

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AD SAT.

OKLA. (cont.)

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
Okmulgee	39.3	.0157	36.1	9.9	13.5	19.2	32.4	15.1
Ottawa	33.1	.0132	35.3	10.7	14.3	19.6	30.7	12.7
Pawnee	17.5	.0070	36.7	7.5	14.7	21.2	31.4	6.7
Payne	63.2	.0253	27.0	27.1	16.7	15.7	21.0	24.2
Pittsburg	43.4	.0174	38.0	7.2	14.4	20.4	33.9	17.0
Pontotoc	34.2	.0137	35.9	11.9	13.9	19.0	32.1	13.2
Pushmataha	12.8	.0051	38.1	7.2	12.6	21.2	33.4	5.0
Roger Mills	5.0	.0020	36.8	8.2	13.9	18.5	33.9	1.8
Seminole	27.3	.0109	37.0	8.2	13.5	19.1	33.7	10.4
☐ Sequoyah	36.9	.0148	34.2	8.2	13.9	21.8	27.1	12.9
Stephens	43.5	.0174	35.7	8.7	15.7	19.7	31.3	17.0
Texas	17.1	.0068	31.9	11.2	16.3	20.6	24.3	6.3
Tillman	10.9	.0044	37.0	7.5	13.2	17.5	35.1	4.1
Washington	43.1	.0172	35.8	8.2	16.6	21.9	29.3	17.6
Washita	12.8	.0052	35.5	9.7	14.4	18.0	32.7	4.9
Woods	9.9	.0039	39.1	13.4	12.4	17.0	38.0	4.0
Woodward	21.0	.0084	32.1	10.4	17.0	20.4	24.7	7.5
TOTAL METRO COUNTIES	**1,929.9**	**.7726**	**32.0**	**11.1**	**18.4**	**21.4**	**23.2**	**743.9**
TOTAL STATE	**3,286.9**	**1.3156**	**33.2**	**10.6**	**16.7**	**20.6**	**26.5**	**1,260.4**

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
Okmulgee	159,053	41,369	13,797	32,915	4,343	25,669	4,013
Ottawa	178,933	43,419	12,041	22,922	5,697	48,756	8,643
Pawnee	85,649	26,015	6,691	9,451	1,753	27,373	2,678
Payne	326,678	91,534	35,109	45,503	9,973	55,636	9,988
Pittsburg	228,555	58,955	20,857	42,227	6,137	53,664	4,892
Pontotoc	184,556	44,012	17,164	24,615	5,875	40,820	5,189
Pushmataha	50,908	18,613	2,458	4,515	1,231	7,821	1,656
Roger Mills	10,161	2,779	645	508	110	2,379	959
Seminole	96,998	33,831	8,403	14,673	1,366	16,833	3,161
☐ Sequoyah	144,879	44,128	13,820	16,066	3,901	22,074	2,334
Stephens	275,941	81,468	18,925	37,059	7,483	72,713	6,814
Texas	83,463	24,378	6,919	6,102	3,910	14,158	3,255
Tillman	28,342	7,698	2,270	4,431	667	5,272	1,220
Washington	356,781	102,110	30,551	51,906	20,200	57,381	7,582
Washita	26,163	10,847	1,384	1,195	766	2,520	793
Woods	52,035	11,265	4,629	7,159	2,665	11,362	2,834
Woodward	130,800	37,055	11,202	16,255	5,877	27,100	2,067
TOTAL METRO COUNTIES	**13,502,565**	**2,842,598**	**1,436,322**	**1,645,961**	**665,318**	**3,544,862**	**316,216**
TOTAL STATE	**19,852,439**	**4,619,359**	**1,955,256**	**2,441,356**	**868,311**	**4,858,422**	**514,170**

EFFECTIVE BUYING INCOME—1989

% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
ENID	**620,157**	**19,943**	**27.5**	**28.7**	**13.3**	**7.8**	**.0210**
Garfield	620,157	19,943	27.5	28.7	13.3	7.8	.0210
• Enid	505,062	19,664	28.0	28.6	12.9	7.6	.0181
SUBURBAN TOTAL	115,095	21,378	25.5	29.4	14.8	8.9	.0029
LAWTON	**1,084,431**	**18,989**	**31.5**	**27.3**	**12.5**	**7.3**	**.0378**
Comanche	1,084,431	18,989	31.5	27.3	12.5	7.3	.0378
• Lawton	794,462	18,872	31.6	27.0	12.8	7.2	.0298
SUBURBAN TOTAL	289,969	19,446	30.2	28.7	11.7	8.0	.0080
OKLAHOMA CITY	**10,705,903**	**21,469**	**25.7**	**28.5**	**14.4**	**10.3**	**.3662**
Canadian	786,524	25,846	21.1	32.8	18.8	10.8	.0242
Cleveland	1,729,106	22,557	25.1	30.4	15.4	9.7	.0561
• Norman	829,598	18,872	27.0	25.4	12.6	9.6	.0300
Logan	283,991	19,239	26.2	26.1	12.9	9.1	.0085
McClain	229,928	20,672	23.2	29.7	14.1	7.7	.0076
Oklahoma	7,147,292	21,230	26.4	27.9	14.0	10.8	.2511
Midwest City	586,464	23,013	28.0	31.1	16.6	9.7	.0241
• Oklahoma City	4,980,082	20,431	26.3	27.1	13.3	10.5	.1744
Pottawatomie	529,062	17,714	26.6	26.4	11.6	6.5	.0187
• Shawnee	240,881	16,043	26.6	24.5	9.8	6.2	.0105
SUBURBAN TOTAL	4,655,342	23,430	24.8	31.1	16.2	10.4	.1513
TULSA	**8,258,670**	**21,879**	**24.8**	**28.8**	**14.8**	**10.5**	**.2737**
Creek	653,011	21,832	22.7	29.2	15.7	9.2	.0187
Osage	379,136	19,362	25.0	29.3	12.1	7.0	.0106
Rogers	545,163	22,676	23.3	30.1	16.3	8.9	.0166
Tulsa	6,176,321	21,935	25.4	28.5	14.7	11.1	.2143
• Tulsa	4,594,658	21,032	26.3	27.1	13.8	11.4	.1629
Wagoner	505,039	22,958	20.8	30.6	15.8	9.7	.0135
SUBURBAN TOTAL	3,664,012	22,847	22.9	30.9	16.0	9.3	.1108
OTHER COUNTIES							
Adair	123,025	11,928	28.1	21.9	4.9	2.4	.0043
Alfalfa	73,367	22,333	22.7	25.4	14.8	14.5	.0020
Atoka	87,251	11,935	29.9	17.1	6.1	4.2	.0035
Beaver	75,954	20,743	25.2	32.5	10.9	8.4	.0021
Beckham	175,908	15,597	25.3	25.0	8.9	6.6	.0062
Blaine	130,683	19,038	23.4	25.7	13.5	8.8	.0038
Bryan	221,096	11,471	30.5	17.1	5.4	3.0	.0088
Caddo	277,587	16,097	27.3	22.9	9.7	7.5	.0087
Carter	403,828	16,749	25.6	25.8	10.8	6.1	.0150
Cherokee	234,944	12,726	31.0	19.6	6.4	3.7	.0090
Choctaw	110,091	11,814	26.2	19.4	7.0	3.5	.0041

EFFECTIVE BUYING INCOME—1989

% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Cimarron	33,466	15,527	33.1	25.0	7.4	4.9	.0011
Coal	34,547	10,667	29.7	16.1	3.6	3.2	.0013
Cotton	50,231	13,433	29.9	22.7	7.4	1.9	.0018
Craig	106,624	14,094	33.0	22.1	5.9	4.2	.0042
Custer	321,275	19,512	24.4	25.7	12.6	10.7	.0102
Delaware	196,255	12,333	33.1	19.2	5.1	2.9	.0073
Dewey	57,972	19,386	24.3	25.3	11.1	12.3	.0017
Ellis	46,468	16,811	29.4	24.9	10.6	6.5	.0014
Garvin	251,478	16,588	27.0	25.2	10.8	5.8	.0084
Grady	360,405	16,440	28.0	25.2	10.7	5.5	.0124
Grant	60,365	19,356	26.9	26.2	12.4	9.7	.0018
Greer	51,745	12,571	26.2	21.4	5.9	5.1	.0015
Harmon	23,484	8,506	26.8	10.5	2.0	3.7	.0009
Harper	41,091	18,317	25.3	31.1	8.2	7.0	.0011
Haskell	86,705	12,544	29.6	17.2	7.6	4.6	.0031
Hughes	94,457	11,470	28.7	18.2	5.6	3.3	.0034
Jackson	237,903	15,418	33.7	23.2	8.4	4.7	.0093
Jefferson	50,451	10,624	28.8	17.4	3.9	2.5	.0019
Johnston	62,501	10,213	27.8	14.1	6.6	2.3	.0022
Kay	540,386	20,282	26.0	28.4	13.0	9.2	.0177
Kingfisher	135,466	20,453	25.8	30.9	13.7	6.5	.0043
Kiowa	91,854	11,758	27.4	19.7	5.5	4.0	.0032
Latimer	69,592	12,136	27.2	19.7	6.1	4.1	.0024
Le Flore	324,963	13,355	31.3	21.9	6.2	3.0	.0115
Lincoln	258,669	17,428	26.1	28.2	9.7	5.8	.0077
Love	66,955	15,711	27.4	24.5	8.7	6.0	.0022
McCurtain	225,490	12,082	29.7	18.6	7.1	2.5	.0095
McIntosh	130,677	13,122	29.6	20.6	7.6	2.8	.0049
Major	75,451	17,306	28.9	26.4	10.4	6.5	.0025
Marshall	94,987	12,021	30.7	17.2	7.1	3.8	.0034
Mayes	281,609	16,084	29.0	25.7	9.7	4.7	.0102
Murray	96,010	14,856	31.1	24.2	7.5	3.2	.0036
Muskogee	565,564	15,113	27.1	23.8	9.0	5.2	.0216
Muskogee	347,952	14,345	27.5	21.7	8.5	5.8	.0149
Noble	126,845	19,645	27.6	27.8	11.7	9.5	.0035
Nowata	101,408	18,321	25.1	29.8	10.2	5.7	.0030
Okfuskee	87,336	13,886	27.7	20.3	9.0	5.7	.0029
Okmulgee	322,358	14,726	27.2	24.2	8.8	5.0	.0109
Ottawa	250,682	14,452	31.0	24.4	7.1	3.5	.0095
Pawnee	159,121	17,536	27.3	26.7	10.3	7.1	.0053
Payne	578,473	15,336	28.7	22.7	9.7	6.4	.0196

OKLA. (cont.)

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Pittsburg	306,660	13,106	31.4	22.0	5.6	2.7	.0122
Pontotoc	290,709	15,418	25.7	25.0	9.0	6.0	.0103
Pushmataha	81,350	10,887	30.5	15.7	4.4	3.0	.0031
Roger Mills	62,192	22,886	22.9	28.7	11.3	16.9	.0014
Seminole	222,415	15,082	26.2	24.3	9.0	5.3	.0073
☐ Sequoyah	222,080	12,665	32.8	20.7	4.5	2.9	.0089
Stephens	410,769	18,414	26.7	27.9	11.9	6.5	.0145
Texas	169,925	21,050	26.8	30.8	13.6	8.4	.0054

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Tillman	70,003	11,185	30.6	16.2	4.0	4.0	.0025
Washington	637,540	28,172	19.1	26.5	17.8	20.5	.0194
Washita	133,286	20,567	26.0	29.3	11.4	10.7	.0035
Woods	102,500	17,695	28.6	25.1	10.6	8.6	.0033
Woodward	221,217	23,447	23.6	29.8	14.8	11.8	.0073
TOTAL METRO COUNTIES	**20,891,241**	**21,206**	**25.8**	**28.5**	**14.2**	**10.8**	**.7976**
TOTAL STATE	**32,266,858**	**18,746**	**26.6**	**26.5**	**12.2**	**8.4**	**1.0997**

Oregon

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
EUGENE-SPRINGFIELD	**271.6**	**.1088**	**31.4**	**12.1**	**21.5**	**20.0**	**22.2**	**108.6**
Lane	271.6	.1088	31.4	12.1	21.5	20.0	22.2	108.6
• Eugene	111.6	.0447	30.5	16.3	23.9	18.3	21.0	47.4
• Springfield	39.6	.0159	29.0	13.8	23.3	17.2	18.9	16.4
SUBURBAN TOTAL	120.4	.0482	33.4	7.7	18.5	22.5	24.5	44.8

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
EUGENE-SPRINGFIELD	**2,039,756**	**369,814**	**206,079**	**282,696**	**98,155**	**547,593**	**58,212**
Lane	2,039,756	369,814	206,079	282,696	98,155	547,593	58,212
• Eugene	1,300,045	182,361	127,538	220,587	75,083	342,142	40,079
• Springfield	311,705	72,323	37,122	50,633	13,461	71,223	9,210
SUBURBAN TOTAL	428,006	115,130	41,419	11,476	9,611	134,228	8,923

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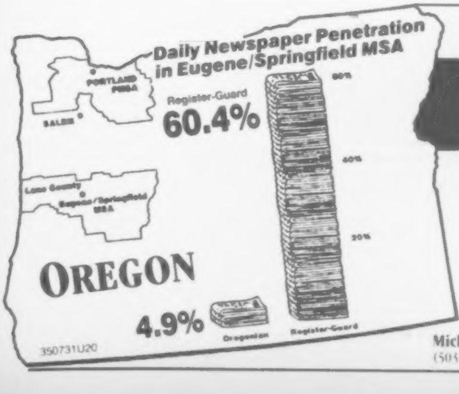
POPULATION—12/31/89

S&MM ESTIMATES

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish/Appliance ($000)	Automotive ($000)	Drug ($000)
MEDFORD	147.1	.0589	34.0	9.1	17.9	21.0	27.2	56.6	1,305,607	222,810	108,244	165,043	52,483	293,012	23,795
Jackson	147.1	.0589	34.0	9.1	17.9	21.0	27.2	56.6	1,305,607	222,810	108,244	165,043	52,483	293,012	23,795
• Medford	45.9	.0184	33.2	9.3	19.1	19.2	27.4	18.7	734,843	111,816	65,789	55,928	40,044	211,301	7,174
SUBURBAN TOTAL	101.2	.0405	34.4	9.0	17.4	21.8	27.1	37.9	570,764	110,994	42,455	109,115	12,439	81,711	16,621
PORTLAND	1,193.1	.4774	32.9	9.9	20.3	20.9	24.8	475.8	9,768,019	1,632,997	1,041,407	1,650,438	552,917	2,277,148	177,551
Clackamas	270.7	.1083	33.2	7.8	18.8	24.1	22.5	99.0	1,834,949	408,750	158,068	287,083	63,911	442,964	41,138
Multnomah	568.3	.2274	33.5	10.8	21.0	18.6	28.2	243.6	4,693,774	705,005	611,721	762,677	317,121	964,181	78,452
• Portland	448.7	.1796	33.8	11.0	22.0	17.2	30.2	201.9	3,301,065	490,265	446,852	526,549	240,433	597,308	56,633
Washington	293.4	.1174	31.6	9.8	21.3	22.7	20.1	111.4	2,894,343	446,027	238,187	581,566	158,124	738,231	46,799
Yamhill	60.7	.0243	32.5	10.8	16.9	19.9	25.8	21.8	344,953	73,215	33,431	19,112	13,761	131,772	11,162
SUBURBAN TOTAL	744.4	.2978	32.3	9.2	19.5	23.2	21.5	273.9	6,466,954	1,142,732	594,555	1,123,889	312,484	1,679,840	120,918
PORTLAND-VANCOUVER CONSOLIDATED AREA	*1,417.9*	*.5674*	*32.7*	*9.8*	*20.3*	*21.1*	*24.2*	*560.5*	*10,964,049*	*1,943,972*	*1,181,217*	*1,797,570*	*605,283*	*2,507,317*	*232,325*
SALEM	272.1	.1089	32.8	10.2	18.3	19.9	26.2	102.8	1,694,150	341,569	178,958	261,765	82,127	369,000	66,071
Marion	223.1	.0893	32.8	10.1	18.3	19.9	26.2	84.4	1,551,122	284,159	160,099	258,266	78,749	346,493	55,642
• Salem	96.0	.0384	32.6	12.2	20.6	18.6	26.5	38.6	1,069,448	134,692	109,393	212,605	71,300	253,979	34,194
Polk	49.0	.0196	32.8	11.0	17.5	20.0	26.2	18.4	143,028	57,410	18,859	3,499	3,378	22,507	10,429
SUBURBAN TOTAL	176.1	.0705	33.0	9.2	16.9	20.6	26.0	64.2	624,702	206,877	69,565	49,160	10,827	115,021	31,877
OTHER COUNTIES															
Baker	15.1	.0061	36.7	7.2	15.1	20.6	32.0	6.0	64,238	18,611	6,861	2,800	1,863	15,803	1,863
Benton	66.5	.0266	28.6	21.4	21.2	18.2	18.2	24.5	334,591	80,365	49,542	32,911	15,004	63,176	14,968
Corvallis	41.2	.0165	26.2	31.0	21.8	13.9	17.0	15.5	317,381	78,986	44,694	32,777	14,842	61,415	13,248
Clatsop	32.9	.0132	34.4	9.8	17.5	18.6	30.3	13.1	249,703	73,027	43,385	5,086	9,066	37,899	14,450
Columbia	37.6	.0151	33.0	7.6	17.6	21.4	25.1	13.9	130,034	43,550	15,042	863	6,417	17,791	12,330
Coos	60.9	.0243	34.3	8.6	16.9	21.3	27.5	23.9	412,486	89,812	37,899	52,518	13,509	105,711	17,084
Crook	14.2	.0057	34.7	8.2	16.2	21.5	28.0	5.5	51,143	20,628	3,893	1,354	1,386	6,282	2,529
Curry	18.7	.0075	39.2	6.9	14.6	19.7	36.3	8.0	120,777	40,981	13,337	2,406	5,175	18,433	9,012
Deschutes	72.3	.0290	32.4	8.9	20.2	21.3	23.4	27.6	610,786	129,635	62,371	56,346	26,541	150,703	27,792
Douglas	97.4	.0389	33.1	8.6	17.0	21.2	25.6	36.1	580,424	126,144	60,743	74,125	19,184	114,111	23,759
Gilliam	1.7	.0007	36.6	8.0	15.2	20.6	31.7	.8	5,965	1,534	958	5	23	826	136
Grant	8.6	.0035	34.5	7.7	16.7	22.1	27.0	3.3	37,890	13,419	2,326	929	1,028	7,502	2,564
Harney	7.9	.0031	33.1	8.6	17.3	22.5	24.1	2.9	44,412	14,803	4,002	1,372	806	7,913	557
Hood River	16.4	.0066	33.9	8.7	17.5	20.6	27.5	6.4	104,775	33,211	13,836	4,998	3,062	18,096	3,968
Jefferson	12.9	.0051	31.7	9.1	16.5	21.1	23.4	4.7	57,729	18,798	6,586	3,050	247	14,712	1,638
Josephine	75.3	.0302	36.3	7.0	15.8	20.7	31.4	29.3	398,547	74,857	37,734	32,041	15,512	114,452	21,229
Klamath	58.4	.0233	32.6	9.4	17.6	20.8	25.0	22.5	355,484	82,577	30,801	56,741	20,071	72,901	13,417
Lake	7.5	.0030	34.2	7.9	16.3	22.0	26.7	3.0	42,151	12,744	4,119	698	706	11,065	2,575
Lincoln	38.0	.0152	38.0	7.8	17.1	18.4	35.5	16.4	309,266	82,614	50,312	32,510	6,226	42,701	12,717
Linn	90.5	.0362	32.8	9.0	18.0	20.7	25.3	34.6	511,019	108,123	53,417	79,886	16,633	103,649	24,742
Malheur	26.8	.0107	32.9	8.9	15.1	19.1	27.7	9.6	188,329	41,486	18,979	21,894	5,472	40,275	4,957
Morrow	7.9	.0032	32.1	8.8	17.3	21.8	23.1	2.8	17,537	6,078	1,267	15	248	1,555	778
Sherman	1.8	.0008	34.3	7.2	16.8	17.7	31.2	.7	9,031	299	2,866	114	42	115	5
Tillamook	21.4	.0085	36.9	7.4	16.6	18.7	33.9	8.8	98,539	32,780	13,575	3,096	2,284	18,188	3,656
Umatilla	59.5	.0238	32.7	9.4	17.8	19.9	26.0	21.5	356,112	95,498	37,349	19,258	15,846	92,744	18,462
Union	23.4	.0094	32.4	10.4	17.4	20.2	25.2	8.5	115,312	26,155	16,649	2,680	4,716	22,613	10,386
Wallowa	7.1	.0029	36.5	7.1	16.0	20.7	31.6	3.0	33,662	12,481	2,531	276	230	9,599	983
Wasco	20.6	.0082	34.6	7.5	17.1	19.9	29.5	8.2	174,623	31,752	16,487	22,073	3,542	55,390	10,000
Wheeler	1.3	.0006	39.8	5.9	12.7	20.4	36.4	.7	3,785	370	329	165	65	1,713	7
TOTAL METRO COUNTIES	1,883.9	.7540	32.7	10.2	20.1	20.6	24.8	743.8	14,807,532	2,567,190	1,534,688	2,359,942	785,682	3,486,753	325,629
TOTAL STATE	2,786.5	1.1154	32.9	10.0	19.1	20.6	25.5	1,090.1	20,225,882	3,879,522	2,141,884	2,870,152	980,586	4,652,671	582,193



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ORE. (cont.)

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
EUGENE–SPRINGFIELD	**2,992,329**	**21,649**	**25.0**	**29.9**	**14.6**	**9.3**	**.1028**
Lane	2,992,329	21,649	25.0	29.9	14.6	9.3	.1028
• Eugene	1,307,102	19,755	26.0	25.3	13.3	10.9	.0515
• Springfield	391,156	19,948	26.7	32.6	12.6	4.8	.0146
SUBURBAN TOTAL	1,294,071	24,126	23.3	33.7	16.6	9.4	.0367
MEDFORD	**1,525,184**	**20,717**	**27.4**	**30.3**	**13.3**	**8.2**	**.0577**
Jackson	1,525,184	20,717	27.4	30.3	13.3	8.2	.0577
• Medford	516,644	20,771	26.8	29.3	13.6	9.1	.0243
SUBURBAN TOTAL	1,008,540	20,690	27.7	30.7	13.2	7.8	.0334
PORTLAND	**16,734,802**	**28,192**	**20.3**	**27.2**	**19.2**	**18.8**	**.5203**
Clackamas	3,598,332	30,111	18.9	29.1	21.4	18.8	.1084
Multnomah	7,952,609	25,084	22.4	26.3	17.3	16.3	.2483
• Portland	6,308,366	23,238	23.6	25.9	15.5	15.1	.1894
Washington	4,531,503	33,780	16.5	26.4	22.1	25.7	.1428
Yamhill	652,408	23,911	23.2	30.5	17.0	11.3	.0208
SUBURBAN TOTAL	10,426,486	31,639	17.8	28.2	22.0	21.5	.3309
PORTLAND–VANCOUVER CONSOLIDATED AREA	***19,579,412***	***28,236***	***20.1***	***27.4***	***19.3***	***18.6***	***.6024***
SALEM	**2,747,420**	**20,750**	**27.2**	**29.9**	**14.0**	**7.9**	**.0930**
Marion	2,252,995	20,569	27.8	29.6	13.6	8.0	.0791
• Salem	1,017,650	19,336	28.6	28.0	12.1	8.3	.0418
Polk	494,425	21,560	25.0	30.3	16.0	7.4	.0139
SUBURBAN TOTAL	1,729,770	21,623	26.4	31.0	15.1	7.7	.0512
OTHER COUNTIES							
Baker	130,555	16,912	29.8	26.2	10.9	4.6	.0043
Benton	844,050	25,374	23.1	24.8	17.0	18.0	.0240
Corvallis	501,580	21,773	25.9	23.5	15.0	14.9	.0165
Clatsop	350,109	19,923	27.3	27.1	13.5	9.2	.0122

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Columbia	385,542	23,754	22.6	32.0	17.5	8.4	.0112
Coos	594,285	19,977	27.9	30.6	13.6	5.7	.0211
Crook	127,854	18,074	32.0	28.9	10.8	4.1	.0039
Curry	186,834	17,815	30.4	27.0	10.7	6.3	.0064
Deschutes	742,788	21,452	27.3	31.0	14.4	7.9	.0278
Douglas	904,950	20,903	26.0	33.6	13.3	5.6	.0317
Gilliam	25,419	24,588	26.0	28.1	19.6	12.9	.0007
Grant	79,368	19,383	29.3	31.2	11.9	5.4	.0026
Harney	71,253	20,435	28.6	33.1	13.0	5.1	.0024
Hood River	165,433	19,787	28.6	28.4	13.3	7.8	.0057
Jefferson	131,839	22,553	27.2	32.4	15.0	9.0	.0040
Josephine	647,442	16,964	30.8	26.7	10.1	4.9	.0228
Klamath	551,676	19,568	26.9	29.6	13.2	6.1	.0192
Lake	72,793	20,269	28.0	31.2	14.2	5.2	.0025
Lincoln	472,561	21,679	26.3	27.1	14.7	11.6	.0156
Linn	901,584	21,358	25.9	30.9	14.6	7.6	.0298
Malheur	243,285	19,386	28.6	28.4	12.3	7.8	.0092
Morrow	92,837	27,043	23.2	27.3	20.7	15.6	.0024
Sherman	20,965	23,800	24.5	28.2	17.6	13.1	.0005
Tillamook	206,433	17,737	31.4	26.6	11.4	5.6	.0065
Umatilla	619,298	22,701	26.3	30.7	15.9	10.1	.0206
Union	223,133	20,750	25.8	29.0	15.0	7.7	.0072
Wallowa	64,392	16,692	31.8	27.4	7.4	6.1	.0021
Wasco	216,584	21,807	24.3	32.2	12.6	8.4	.0080
Wheeler	10,017	9,792	29.1	14.3	4.1	1.0	.0004
TOTAL METRO COUNTIES	**23,999,785**	**25,239**	**22.5**	**28.1**	**17.4**	**15.1**	**.7738**
TOTAL STATE	**33,083,064**	**23,634**	**23.9**	**28.7**	**16.2**	**12.8**	**1.0786**

Pennsylvania

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
ALLENTOWN–BETHLEHEM–EASTON	**684.0**	**.2736**	**35.9**	**9.7**	**16.2**	**20.8**	**30.5**	**265.7**
Carbon	56.3	.0225	38.5	8.1	14.5	19.3	35.3	22.3
Lehigh	290.0	.1160	36.0	9.8	16.7	21.1	30.4	115.8
• Allentown	106.2	.0425	36.7	11.5	16.2	18.0	34.2	45.6
Northampton	247.0	.0988	35.7	10.4	15.9	20.4	30.6	94.0
• Bethlehem	73.9	.0296	36.2	13.7	15.1	17.7	33.7	29.4
• Easton	27.8	.0111	33.5	14.2	15.6	16.0	31.6	10.8
Warren, N. J.	*90.7*	*.0363*	*34.7*	*8.6*	*16.8*	*21.7*	*27.9*	*33.6*
SUBURBAN TOTAL	476.1	.1904	35.9	8.4	16.5	22.2	29.1	179.9
ALTOONA	**133.0**	**.0532**	**35.7**	**9.2**	**15.3**	**19.4**	**31.5**	**50.8**
Blair	133.0	.0532	35.7	9.2	15.3	19.4	31.5	50.8
• Altoona	53.0	.0212	37.0	9.7	14.3	17.9	34.7	20.8
SUBURBAN TOTAL	80.0	.0320	34.9	8.8	15.8	20.4	29.5	30.0
BEAVER COUNTY	**191.4**	**.0766**	**35.8**	**9.6**	**15.3**	**20.8**	**30.4**	**71.6**
Beaver	191.4	.0766	35.8	9.6	15.3	20.8	30.4	71.6
SUBURBAN TOTAL	191.4	.0766	35.8	9.6	15.3	20.8	30.4	71.6

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
ALLENTOWN–BETHLEHEM–EASTON	**5,140,458**	**1,069,183**	**442,938**	**568,015**	**227,812**	**1,201,807**	**168,209**
Carbon	263,903	70,274	20,806	8,811	9,569	77,592	12,241
Lehigh	2,776,953	458,872	247,310	402,575	148,517	584,738	83,891
• Allentown	1,054,687	216,413	109,910	105,514	43,938	252,970	39,219
Northampton	1,395,652	372,703	131,608	113,167	44,665	363,398	47,678
• Bethlehem	452,672	126,668	51,023	29,597	23,376	85,548	18,929
• Easton	259,054	82,707	24,098	6,563	21,910	49,929	9,124
Warren, N. J.	*703,950*	*167,334*	*43,214*	*43,462*	*25,061*	*176,079*	*24,399*
SUBURBAN TOTAL	3,374,045	643,395	257,907	426,341	138,588	813,360	100,937
ALTOONA	**971,230**	**221,974**	**81,932**	**151,549**	**57,045**	**231,238**	**34,050**
Blair	971,230	221,974	81,932	151,549	57,045	231,238	34,050
• Altoona	512,693	116,571	44,075	85,192	32,498	125,325	16,962
SUBURBAN TOTAL	458,537	105,403	37,857	66,357	24,547	105,913	17,088
BEAVER COUNTY	**881,204**	**228,481**	**69,708**	**157,336**	**32,983**	**175,142**	**36,229**
Beaver	881,204	228,481	69,708	157,336	32,983	175,142	36,229
SUBURBAN TOTAL	881,204	228,481	69,708	157,336	32,983	175,142	36,229

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PA. (cont.)

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
ERIE	280.5	.1122	32.5	11.6	16.3	19.0	25.8	103.8
Erie	280.5	.1122	32.5	11.6	16.3	19.0	25.8	103.8
• Erie	114.8	.0459	32.8	12.2	16.4	16.0	30.5	45.2
Millcreek Township	46.1	.0185	34.5	9.8	16.5	22.0	27.1	17.4
SUBURBAN TOTAL	165.7	.0663	32.2	11.1	16.4	21.1	24.2	58.6
HARRISBURG–LEBANON–CARLISLE	594.0	.2377	34.4	10.2	17.0	21.1	27.9	231.2
Cumberland	195.9	.0784	34.2	11.8	16.7	22.2	26.4	74.8
• Carlisle	20.8	.0083	33.6	17.4	16.0	17.9	29.9	8.5
Dauphin	240.8	.0964	34.7	9.6	17.6	20.3	29.2	98.0
• Harrisburg	51.8	.0207	33.9	9.4	17.3	16.7	31.4	22.9
Lebanon	114.7	.0459	34.8	9.2	16.4	21.0	28.6	42.6
• Lebanon	26.9	.0108	36.2	9.8	15.3	18.2	33.3	11.4
Perry	42.6	.0170	32.7	8.7	18.2	21.1	24.8	15.8
SUBURBAN TOTAL	494.5	.1979	34.4	10.0	17.1	21.9	27.1	188.4
JOHNSTOWN	253.0	.1012	35.0	10.0	15.5	18.3	31.6	93.3
Cambria	170.5	.0682	34.9	10.6	15.2	17.8	32.1	62.4
• Johnstown	30.8	.0123	39.0	9.8	14.2	16.2	38.3	13.0
Somerset	82.5	.0330	35.0	9.0	15.7	19.4	30.6	30.9
SUBURBAN TOTAL	222.2	.0889	34.5	10.1	15.5	18.6	30.7	80.3
LANCASTER	415.7	.1663	33.2	10.7	16.8	20.7	26.2	153.3
Lancaster	415.7	.1663	33.2	10.7	16.8	20.7	26.2	153.3
• Lancaster	59.6	.0239	31.9	13.7	17.2	16.5	28.1	24.2
SUBURBAN TOTAL	356.1	.1424	33.4	10.2	16.8	21.4	25.9	129.1
PHILADELPHIA	4,934.9	1.9751	34.2	10.3	16.7	20.8	27.9	1,840.1
Bucks	548.8	.2196	32.7	9.7	17.7	23.1	22.8	195.4
Bensalem Township	59.9	.0240	30.3	10.2	24.0	20.1	18.8	23.5
Bristol Township	60.7	.0243	30.8	11.3	17.9	19.9	22.6	20.3

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish/Appliance ($000)	Automotive ($000)	Drug ($000)
ERIE	1,743,543	417,617	188,296	221,142	79,706	377,442	79,202
Erie	1,743,543	417,617	188,296	221,142	79,706	377,442	79,202
• Erie	692,600	202,494	82,703	57,528	27,526	136,235	32,831
Millcreek Township	548,706	64,525	52,101	126,360	42,857	117,211	28,655
SUBURBAN TOTAL	1,050,943	215,123	105,593	163,614	52,180	241,207	46,371
HARRISBURG–LEBANON–CARLISLE	5,041,066	858,114	390,784	613,901	231,790	1,338,877	132,051
Cumberland	1,948,548	331,931	164,933	257,826	89,832	372,943	46,062
• Carlisle	397,969	76,719	32,705	51,006	15,789	60,344	11,770
Dauphin	1,965,036	333,789	153,574	240,339	92,468	582,714	61,930
• Harrisburg	568,346	104,827	34,277	65,880	20,219	188,276	19,266
Lebanon	938,140	145,241	62,920	109,208	42,432	325,813	20,052
• Lebanon	349,131	77,359	26,876	17,533	15,105	122,453	11,752
Perry	189,342	47,153	9,357	6,528	7,058	57,407	4,007
SUBURBAN TOTAL	3,725,617	599,209	296,926	479,482	180,677	967,804	89,263
JOHNSTOWN	1,233,665	303,929	101,330	124,388	46,805	266,451	60,924
Cambria	868,568	217,779	68,239	104,025	33,236	162,247	48,121
• Johnstown	221,845	66,160	19,612	16,284	11,308	41,674	10,238
Somerset	365,097	86,150	33,091	20,363	13,569	104,204	12,803
SUBURBAN TOTAL	1,011,820	237,769	81,718	108,104	35,497	224,777	50,686
LANCASTER	3,337,217	690,393	313,595	306,290	174,967	799,604	98,538
Lancaster	3,337,217	690,393	313,595	306,290	174,967	799,604	98,538
• Lancaster	672,714	59,750	50,872	152,411	39,955	122,869	24,264
SUBURBAN TOTAL	2,664,503	630,643	262,723	153,879	135,012	676,735	74,274
PHILADELPHIA	35,816,878	7,235,880	3,303,247	3,934,052	1,890,632	8,015,528	1,224,469
Bucks	5,101,309	974,718	396,989	528,118	235,201	1,559,929	122,054
Bensalem Township	725,746	149,137	60,255	153,741	33,706	146,781	13,544
Bristol Township	229,329	56,283	23,803	3,205	13,928	46,097	16,594

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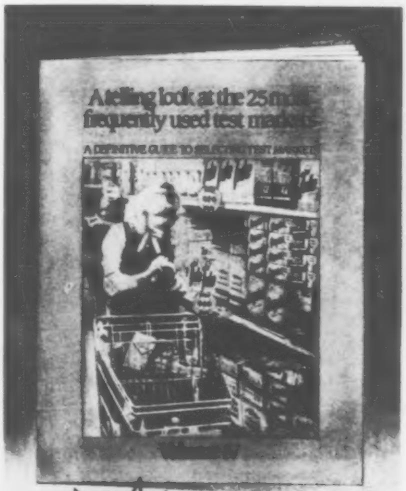
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POPULATION—12/31/89

S&MM ESTIMATES

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
Chester	363.9	.1456	33.3	10.0	17.3	23.4	23.7	131.4	2,655,176	557,162	232,848	135,292	130,255	837,384	77,043
Delaware	560.9	.2245	35.6	10.7	15.7	19.5	31.2	209.6	4,281,305	934,690	371,869	423,883	207,952	846,277	163,003
Chester	42.9	.0172	32.3	11.8	15.2	16.3	29.6	16.1	131,946	32,282	12,982	1,652	2,204	39,807	5,628
Haverford Township	51.8	.0207	37.0	10.2	15.1	19.5	33.2	18.4	208,012	41,202	22,340	17,281	12,523	39,964	6,942
Upper Darby Township	86.1	.0345	36.9	9.9	17.1	17.5	34.9	35.7	474,492	170,736	35,726	5,438	20,218	66,068	39,572
Montgomery	692.1	.2770	36.3	9.4	16.1	21.9	30.1	259.3	7,544,275	1,300,701	578,163	1,036,772	434,709	1,711,894	217,146
Abington Township	59.3	.0237	39.4	8.7	14.2	20.4	35.7	22.2	659,999	125,196	35,213	130,998	28,984	175,689	19,984
Lower Merion Township	60.8	.0243	40.4	9.7	12.8	21.8	36.7	23.8	964,521	146,035	61,206	67,142	46,347	280,495	24,370
• Norristown	33.8	.0135	33.6	11.1	18.4	18.8	28.6	13.1	245,455	71,757	16,159	12,174	9,301	77,507	12,720
Philadelphia	1,637.7	.6555	34.9	10.8	16.0	18.9	31.0	642.4	7,661,252	1,762,670	1,020,433	741,640	402,422	976,043	393,245
• Philadelphia	1,637.7	.6555	34.9	10.8	16.0	18.9	31.0	642.4	7,661,252	1,762,670	1,020,433	741,640	402,422	976,043	393,245
Burlington, N. J.	*408.7*	*.1636*	*32.2*	*10.9*	*17.7*	*23.1*	*21.8*	*139.9*	*3,371,846*	*631,240*	*286,037*	*405,707*	*145,660*	*1,064,768*	*84,000*
Camden, N. J.	*502.6*	*.2012*	*33.5*	*9.5*	*16.9*	*20.9*	*26.5*	*185.3*	*3,401,412*	*712,521*	*292,994*	*390,333*	*259,657*	*536,372*	*126,736*
• Camden	*82.8*	*.0331*	*28.6*	*10.4*	*14.7*	*17.0*	*23.6*	*29.3*	*162,507*	*36,970*	*22,837*	*5,883*	*3,284*	*7,521*	*13,603*
Cherry Hill Township	*74.3*	*.0297*	*37.0*	*7.8*	*13.0*	*27.4*	*26.5*	*25.4*	*1,136,564*	*163,640*	*86,080*	*181,938*	*100,383*	*257,185*	*22,359*
Gloucester Township	*52.5*	*.0210*	*30.7*	*9.8*	*21.9*	*21.7*	*18.9*	*18.7*	*164,323*	*93,039*	*9,083*	*6,403*	*4,184*	*3,981*	*2,229*
Gloucester, N. J.	*220.2*	*.0881*	*32.0*	*10.4*	*17.6*	*21.4*	*23.4*	*76.8*	*1,800,303*	*362,098*	*123,914*	*272,307*	*74,776*	*482,861*	*41,242*
SUBURBAN TOTAL	3,180.6	1.2730	34.1	10.0	16.9	22.0	26.4	1,155.3	27,747,664	5,364,403	2,243,818	3,174,355	1,475,625	6,954,457	804,901
PHILADELPHIA-WILMINGTON-TRENTON CONSOLIDATED AREA	***5,988.2***	***2.3968***	***34.1***	***10.4***	***16.5***	***21.0***	***27.6***	***2,221.4***	***44,026,346***	***8,850,557***	***4,020,046***	***4,964,731***	***2,337,559***	***9,892,572***	***1,504,694***
PITTSBURGH	**2,105.4**	**.8427**	**36.4**	**9.8**	**16.0**	**19.9**	**32.2**	**833.3**	**13,090,029**	**2,856,980**	**1,341,880**	**1,699,337**	**688,021**	**2,852,419**	**504,692**
Allegheny	1,357.1	.5431	36.6	10.2	16.2	19.6	32.7	549.3	8,928,356	1,881,205	986,664	1,213,953	501,979	1,852,428	358,009
• McKeesport	26.5	.0106	39.5	9.3	14.6	16.1	38.8	11.5	134,513	45,487	12,294	10,909	5,851	23,484	7,839
Penn Hills Township	54.0	.0216	34.9	9.5	16.8	21.4	28.5	19.9	201,663	81,820	20,934	16,025	7,169	23,025	11,582
• Pittsburgh	378.4	.1515	36.1	12.9	16.6	16.6	34.6	160.2	2,581,463	583,889	370,592	267,599	128,139	472,544	108,251
Fayette	153.7	.0616	35.9	8.7	15.1	18.6	32.6	57.2	896,073	266,416	69,433	112,991	30,598	157,546	34,216
Washington	213.1	.0853	36.2	9.8	15.3	20.2	31.5	81.2	1,150,647	246,808	96,192	105,850	51,511	331,832	32,871
Westmoreland	381.5	.1527	35.9	8.9	15.9	21.1	30.4	145.6	2,114,953	462,551	189,591	266,543	103,933	510,613	79,596
Hempfield Township	43.1	.0173	33.7	8.5	18.3	22.4	25.2	15.7	281,708	2,122	12,319	107,377	11,283	97,793	6,131
SUBURBAN TOTAL	1,700.5	.6806	36.4	9.2	15.9	20.6	31.4	661.6	10,374,053	2,227,604	958,994	1,420,829	554,031	2,356,391	388,602

We treat Madison Avenue like it's Main Street.

Our national advertiser rates are a lot closer to our local rates than you expect. And we help you reach the entire metro market with one of the lowest CPMs, because you can reach up to 85 percent of metro Harrisburg's mainstream adults in a single issue. Want to know more? Call Bob Cobaugh, our national advertising manager, at (717) 255-8203. He'll treat you like you were a Harrisburger yourself.

The Patriot-News

Harrisburg, Pa. It's a buyer's market.

A Newhouse Newspaper

PA. (cont.)

POPULATION—12/31/89

S&MM ESTIMATES

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
PITTSBURGH–BEAVER VALLEY CONSOLIDATED AREA	*2,296.8*	*.9193*	*36.4*	*9.8*	*16.0*	*19.8*	*32.0*	*904.9*	*13,971,233*	*3,085,461*	*1,411,588*	*1,856,673*	*721,004*	*3,027,561*	*540,921*
READING	**333.3**	**.1334**	**36.6**	**9.6**	**15.7**	**20.7**	**31.6**	**130.9**	**2,508,672**	**480,825**	**232,724**	**277,078**	**145,488**	**546,975**	**65,549**
Berks	333.3	.1334	36.6	9.6	15.7	20.7	31.6	130.9	2,508,672	480,825	232,724	277,078	145,488	546,975	65,549
• Reading	77.1	.0309	37.1	10.6	14.6	16.9	35.6	33.4	531,214	111,638	58,115	4,522	23,763	142,686	16,422
SUBURBAN TOTAL	256.2	.1025	36.4	9.2	16.1	21.8	30.4	97.5	1,977,458	369,187	174,609	272,556	121,725	404,289	49,127
SCRANTON–WILKES-BARRE	**740.3**	**.2965**	**37.5**	**9.5**	**14.8**	**19.5**	**34.1**	**286.1**	**5,275,087**	**1,131,050**	**456,891**	**695,238**	**217,982**	**1,060,772**	**209,419**
Columbia	62.8	.0251	34.3	13.9	14.7	19.3	29.7	23.2	405,928	88,287	32,607	45,320	13,777	85,733	13,453
Lackawanna	222.4	.0891	38.3	9.5	14.3	18.8	35.7	85.8	1,630,803	355,407	143,561	242,933	58,693	314,354	78,251
• Scranton	81.4	.0326	39.7	10.5	13.9	16.4	38.9	33.2	738,637	142,761	51,699	151,050	24,301	145,444	33,436
Luzerne	332.8	.1333	38.8	8.7	14.5	19.3	35.9	130.1	2,210,823	469,534	194,758	304,977	108,113	453,073	86,123
• Hazleton	25.4	.0102	42.4	8.6	12.7	18.3	41.2	10.7	246,096	61,677	18,752	58,345	12,726	39,012	10,461
• Wilkes-Barre	47.6	.0191	39.8	11.1	13.8	16.9	38.6	19.9	560,507	92,772	48,373	125,654	40,854	53,400	19,851
Monroe	92.5	.0370	35.4	9.9	16.5	21.0	29.6	36.4	893,898	184,191	75,073	93,089	34,777	175,973	26,632
Wyoming	29.8	.0120	32.4	8.4	17.4	20.2	25.2	10.6	133,635	33,631	10,892	8,919	2,622	31,639	4,960
SUBURBAN TOTAL	585.9	.2346	36.9	9.3	15.1	20.1	32.7	222.3	3,729,847	833,840	338,067	360,189	140,101	822,916	145,671
SHARON	**124.1**	**.0497**	**35.4**	**10.9**	**14.7**	**19.6**	**31.0**	**46.1**	**647,077**	**132,429**	**63,429**	**82,411**	**35,031**	**162,129**	**26,231**
Mercer	124.1	.0497	35.4	10.9	14.7	19.6	31.0	46.1	647,077	132,429	63,429	82,411	35,031	162,129	26,231
• Sharon	15.7	.0063	37.0	9.9	15.0	17.4	35.1	6.3	162,171	15,117	10,172	44,352	13,400	37,709	3,185
SUBURBAN TOTAL	108.4	.0434	35.2	11.0	14.7	19.8	30.4	39.8	484,906	117,312	53,257	38,059	21,631	124,420	23,046
STATE COLLEGE	**118.0**	**.0473**	**27.2**	**26.6**	**17.1**	**17.6**	**19.0**	**40.3**	**798,301**	**155,718**	**95,302**	**89,516**	**35,320**	**157,752**	**24,805**
Centre	118.0	.0473	27.2	26.6	17.1	17.6	19.0	40.3	798,301	155,718	95,302	89,516	35,320	157,752	24,805
• State College	34.1	.0136	23.0	59.4	14.5	7.8	10.7	9.8	423,465	83,208	54,547	77,770	18,366	79,303	10,394
SUBURBAN TOTAL	83.9	.0337	31.7	13.2	18.5	21.6	22.2	30.5	374,836	72,510	40,755	11,746	16,954	78,449	14,411
WILLIAMSPORT	**119.8**	**.0479**	**34.5**	**10.1**	**15.9**	**19.9**	**29.3**	**45.0**	**884,857**	**198,616**	**63,955**	**95,340**	**40,018**	**219,974**	**27,534**
Lycoming	119.8	.0479	34.5	10.1	15.9	19.9	29.3	45.0	884,857	198,616	63,955	95,340	40,018	219,974	27,534
• Williamsport	32.2	.0129	33.4	13.7	15.3	16.7	30.9	12.9	352,738	91,900	20,478	27,819	20,945	73,289	9,596
SUBURBAN TOTAL	87.6	.0350	34.9	8.8	16.2	21.1	28.7	32.1	532,119	106,716	43,477	67,521	19,073	146,685	17,938

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Sources: S&MM 1990 Survey of Buying Power, The Scarborough Report Philadelphia Market, 1988

METRO & COUNTY TOTALS

PA. (cont.)

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)
				18-24 Years	25-34 Years	35-49 Years	50 & Over	
YORK	**413.7**	**.1655**	**34.0**	**9.7**	**17.2**	**21.6**	**26.7**	**157.8**
Adams	73.7	.0295	32.9	11.4	16.3	20.5	26.1	26.7
York	340.0	.1360	34.2	9.3	17.4	21.9	26.8	131.1
• York	45.2	.0181	33.7	11.2	17.0	16.6	31.2	19.5
SUBURBAN TOTAL	368.5	.1474	34.0	9.5	17.2	22.3	26.1	138.3
OTHER COUNTIES								
Armstrong	79.2	.0317	36.1	9.2	14.9	19.3	32.3	30.1
Bedford	48.8	.0196	35.0	8.7	14.8	21.1	28.9	18.0
Bradford	66.3	.0266	33.5	8.8	15.4	20.8	26.9	24.6
Butler	156.0	.0625	32.7	11.2	16.8	20.5	25.7	56.1
Cameron	6.5	.0026	36.9	8.1	14.9	19.9	32.7	2.8
Clarion	43.4	.0174	31.4	16.7	14.1	19.0	25.9	14.9
Clearfield	82.7	.0331	34.5	9.0	15.2	19.5	29.7	30.7
Clinton	39.5	.0158	34.1	12.9	14.4	19.6	29.1	14.4
Crawford	87.2	.0349	34.0	9.9	15.5	19.7	28.8	32.4
Elk	38.3	.0154	34.5	9.0	14.6	20.0	29.2	14.0
Forest	4.8	.0019	38.2	7.5	14.0	20.2	34.5	1.9
Franklin	122.4	.0490	34.5	9.1	16.2	21.6	27.7	46.3
Fulton	14.6	.0058	33.8	8.7	15.4	21.9	26.3	5.6
Greene	41.1	.0165	33.7	9.6	16.1	17.9	30.1	15.3
Huntingdon	43.7	.0175	33.8	10.8	16.4	20.5	27.5	15.5
Indiana	94.1	.0376	31.0	16.2	15.7	17.8	25.9	32.8
Jefferson	49.5	.0198	35.3	9.2	14.9	19.4	31.0	19.0
Juniata	21.0	.0084	34.6	8.8	15.7	21.2	28.2	7.8
Lawrence	101.0	.0405	36.0	10.2	15.1	19.3	31.9	37.8
McKean	47.2	.0189	36.1	8.9	14.0	19.1	32.3	18.1
Mifflin	48.0	.0192	35.6	8.2	15.1	21.0	29.8	18.4
Montour	17.1	.0069	36.7	9.1	15.2	20.6	32.0	6.2
Northumberland	100.8	.0404	38.1	8.0	14.5	19.7	34.7	40.7
Pike	27.2	.0109	41.1	6.4	13.7	20.0	38.6	11.2
Potter	18.7	.0075	34.3	8.3	14.5	19.8	29.2	7.0
Schuylkill	157.3	.0630	39.6	7.8	14.0	18.8	37.2	62.6
Snyder	36.9	.0147	32.7	12.0	16.9	20.9	25.1	13.0
Sullivan	6.5	.0026	36.2	10.2	13.2	17.4	34.1	2.3
Susquehanna	42.5	.0171	34.9	8.1	15.2	21.1	28.7	15.6
Tioga	42.7	.0170	32.9	12.2	14.4	20.5	26.5	15.2
Union	35.1	.0141	32.2	15.0	17.1	20.7	24.4	11.5
Venango	62.9	.0252	34.6	8.8	16.3	20.3	29.1	23.7
Warren	46.5	.0186	35.8	8.3	15.2	20.9	30.3	17.4
Wayne	41.6	.0166	36.5	7.8	14.7	19.5	32.4	15.8
TOTAL METRO COUNTIES	**10,218.9**	**4.0897**	**35.1**	**10.3**	**16.2**	**20.3**	**29.9**	**3,913.7**
TOTAL STATE	**12,090.0**	**4.8390**	**35.1**	**10.2**	**16.0**	**20.2**	**29.9**	**4,612.4**

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
YORK	**3,170,100**	**636,889**	**278,372**	**295,935**	**138,728**	**717,279**	**83,470**
Adams	319,420	89,710	52,507	13,683	13,264	78,518	7,961
York	2,850,680	547,179	225,865	282,252	125,464	638,761	75,509
• York	323,653	43,103	37,496	15,824	16,728	84,574	12,968
SUBURBAN TOTAL	2,846,447	593,786	240,876	280,111	122,000	632,705	70,502
OTHER COUNTIES							
Armstrong	313,339	73,022	25,889	27,125	10,343	84,850	14,972
Bedford	329,595	51,486	41,557	11,647	10,268	70,502	10,826
Bradford	391,675	80,262	23,752	30,084	9,775	124,885	18,449
Butler	903,382	201,423	81,536	129,818	49,732	201,873	23,717
Cameron	28,413	9,033	2,180	980	689	5,525	1,138
Clarion	194,110	50,531	21,699	14,859	5,381	39,714	8,933
Clearfield	526,107	132,147	34,321	43,150	16,823	142,305	13,792
Clinton	277,424	54,196	14,898	20,392	8,306	98,266	9,171
Crawford	435,675	89,480	46,906	51,190	16,108	98,246	15,381
Elk	147,675	44,798	10,162	12,435	6,318	25,647	8,459
Forest	13,976	4,517	1,672	605	143	2,546	12
Franklin	732,647	154,549	68,603	83,571	31,517	173,888	25,803
Fulton	61,218	11,973	4,460	1,653	1,565	16,188	4,147
Greene	157,302	48,987	9,322	11,621	3,863	42,020	7,715
Huntingdon	179,137	56,721	16,285	12,108	3,519	32,124	6,250
Indiana	522,450	123,218	46,655	76,315	17,904	134,028	20,028
Jefferson	224,187	54,291	12,984	14,139	9,461	57,078	9,194
Juniata	81,814	24,148	5,207	1,862	2,402	28,757	2,892
Lawrence	501,211	115,398	44,447	50,211	15,294	114,259	18,985
McKean	218,907	56,095	20,682	14,944	6,591	65,293	11,303
Mifflin	286,000	70,077	22,914	26,694	10,081	63,063	9,070
Montour	73,921	22,550	8,508	1,414	3,439	14,470	5,124
Northumberland	537,626	147,106	36,244	42,721	29,431	135,970	23,022
Pike	107,118	27,085	12,945	2,079	3,651	14,974	883
Potter	80,913	24,844	4,059	208	2,493	25,469	3,081
Schuylkill	817,713	201,246	62,283	117,295	34,778	147,003	44,812
Snyder	312,986	48,458	26,285	70,531	11,887	67,220	8,504
Sullivan	28,018	5,293	1,808	3,180	664	10,466	1,633
Susquehanna	161,395	39,582	11,161	10,081	3,600	49,723	5,277
Tioga	191,228	49,440	19,028	17,044	5,328	43,305	7,110
Union	171,728	43,325	31,646	7,519	5,887	36,722	8,687
Venango	321,044	71,887	22,893	52,371	9,895	78,101	10,781
Warren	656,459	49,852	19,482	21,793	5,940	71,535	8,342
Wayne	340,432	78,214	22,319	16,239	14,862	63,431	10,566
TOTAL METRO COUNTIES	**71,261,873**	**14,744,805**	**6,678,224**	**8,199,719**	**3,537,174**	**15,863,309**	**2,498,995**
TOTAL STATE	**81,588,698**	**17,060,039**	**7,513,016**	**9,197,597**	**3,905,112**	**18,242,755**	**2,877,054**

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PA. (cont.)

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	 B	 C	 D	Buying Power Index
ALLENTOWN–BETHLEHEM–EASTON	**9,504,012**	**28,286**	**19.7**	**28.0**	**19.7**	**17.9**	**.2888**
Carbon	621,917	22,164	26.0	31.6	14.6	8.2	.0186
Lehigh	4,439,513	30,703	18.1	26.2	20.9	21.6	.1392
• Allentown	1,506,806	25,082	21.6	26.0	17.9	15.8	.0498
Northampton	3,068,824	26,162	21.0	29.8	19.1	13.3	.0906
• Bethlehem	940,594	24,277	21.9	26.1	17.8	13.8	.0281
• Easton	278,446	18,269	26.1	27.5	11.0	7.6	.0110
Warren, N. J.	*1,373,758*	*32,251*	*17.3*	*26.5*	*20.6*	*24.5*	*.0404*
SUBURBAN TOTAL	6,778,166	30,167	18.5	28.8	21.0	19.8	.1999
ALTOONA	**1,439,667**	**22,081**	**25.7**	**30.2**	**15.7**	**8.7**	**.0496**
Blair	1,439,667	22,081	25.7	30.2	15.7	8.7	.0496
• Altoona	559,998	20,486	26.3	28.3	14.4	8.3	.0217
SUBURBAN TOTAL	879,669	23,092	25.2	31.5	16.7	9.0	.0279
BEAVER COUNTY	**2,166,866**	**25,603**	**20.0**	**32.0**	**18.8**	**10.6**	**.0636**
Beaver	2,166,866	25,603	20.0	32.0	18.8	10.6	.0636
SUBURBAN TOTAL	2,166,866	25,603	20.0	32.0	18.8	10.6	.0636
ERIE	**3,532,043**	**26,697**	**20.7**	**29.1**	**18.7**	**15.6**	**.1064**
Erie	3,532,043	26,697	20.7	29.1	18.7	15.6	.1064
• Erie	1,375,526	23,410	23.0	27.9	16.8	12.0	.0422
Millcreek Township	700,246	31,887	17.9	30.3	21.0	22.5	.0239
SUBURBAN TOTAL	2,156,517	29,237	19.0	30.2	20.1	18.4	.0642
HARRISBURG–LEBANON–CARLISLE	**8,352,135**	**28,332**	**19.7**	**29.6**	**19.4**	**18.1**	**.2624**
Cumberland	2,957,583	31,153	17.5	29.3	20.9	21.9	.0947
• Carlisle	299,523	24,481	22.4	28.3	14.9	17.0	.0132
Dauphin	3,580,755	28,506	19.2	27.9	18.8	19.8	.1080
• Harrisburg	643,834	20,030	24.9	26.0	12.0	12.0	.0238
Lebanon	1,335,740	25,050	23.0	32.7	18.2	10.9	.0458
• Lebanon	303,046	19,673	27.8	27.7	13.2	8.3	.0128
Perry	478,057	24,758	24.1	33.0	18.5	9.6	.0139
SUBURBAN TOTAL	7,105,732	30,006	18.4	30.3	20.8	19.5	.2126
JOHNSTOWN	**2,334,393**	**19,151**	**27.7**	**30.2**	**11.9**	**5.9**	**.0773**
Cambria	1,585,705	19,506	26.9	30.3	12.5	6.1	.0529
• Johnstown	262,249	14,817	28.9	25.6	7.9	3.4	.0103
Somerset	748,688	18,562	29.5	30.1	10.7	5.4	.0244
SUBURBAN TOTAL	2,072,144	19,915	27.5	31.0	12.6	6.2	.0670
LANCASTER	**5,495,905**	**28,045**	**20.5**	**30.3**	**19.6**	**17.0**	**.1751**
Lancaster	5,495,905	28,045	20.5	30.3	19.6	17.0	.1751
• Lancaster	656,425	20,430	28.3	29.1	13.7	8.3	.0265
SUBURBAN TOTAL	4,839,480	29,628	19.0	30.5	20.7	18.6	.1486
PHILADELPHIA	**73,852,045**	**30,570**	**17.7**	**24.3**	**18.6**	**24.5**	**2.1421**
Bucks	8,293,792	34,788	14.9	26.0	22.7	26.9	.2589
Bensalem Township	861,487	30,566	18.1	28.4	21.9	19.7	.0305
Bristol Township	783,073	32,715	15.6	29.4	24.0	21.3	.0208
Chester	6,253,582	36,862	14.5	23.6	19.9	33.1	.1706
Delaware	8,826,591	32,783	16.9	24.9	19.5	26.8	.2537
Chester	437,759	19,299	23.7	23.3	13.4	11.7	.0124
Haverford Township	893,596	38,980	13.9	21.8	21.4	35.4	.0214
Upper Darby Township	1,316,580	28,655	19.9	27.9	18.5	20.6	.0352
Montgomery	12,322,705	35,626	15.1	25.0	20.6	30.4	.3742
Abington Township	1,124,452	36,782	14.4	24.9	20.6	32.5	.0334
Lower Merion Township	1,580,249	46,286	12.5	18.6	14.3	46.6	.0457
• Norristown	417,549	24,004	24.8	28.3	16.8	13.7	.0133

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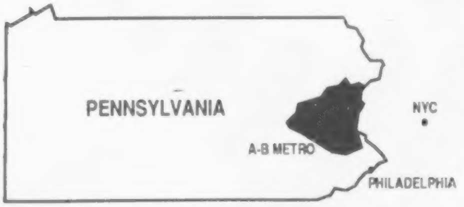
THE MORNING CALL
Oilers again win the Stanley Cup
◄PAGE C1
School budget calls for increased taxes

OPEN TO COVER
THE LEHIGH VALLEY MARKET

IDEALLY located only 96 miles west of New York City and 62 miles north of Philadelphia, the Allentown- Bethlehem metro is Pennsylvania's third most affluent market – a market you want to reach. And you can get here from there! The Morning Call's circulation – 137,634 daily and 183,325 Sunday – puts you in touch with prime consumers with an E.B.I. of more than $8.7 billion. Plus, the weekly Morning Call EXTRA serves another 100,000 non-subscriber households in the region. No other newspaper offers this complete dominance in the Lehigh Valley market. Please call for more information, (215) 820-6634.



THE MORNING CALL

Allentown, PA – Represented nationally by Newspapers First.

Source: S & MM's Survey of Buying Power 1989, ABC FAS-FAX, March 31, 1990

PA. (cont.)

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Philadelphia	20,478,949	22,859	21.8	23.7	15.1	16.2	.5760
• Philadelphia	20,478,949	22,859	21.8	23.7	15.1	16.2	.5760
Burlington, N. J.	*6,941,755*	*38,701*	*13.8*	*22.7*	*21.1*	*34.8*	*.1970*
Camden, N. J.	*7,641,787*	*31,323*	*17.4*	*23.7*	*18.2*	*26.4*	*.2157*
• *Camden*	*703,347*	*16,356*	*26.6*	*22.3*	*11.1*	*7.9*	*.0202*
Cherry Hill Township	*1,537,132*	*50,622*	*9.5*	*16.0*	*17.7*	*50.7*	*.0491*
Gloucester Township	*811,243*	*35,633*	*14.3*	*25.6*	*22.6*	*28.6*	*.0194*
Gloucester, N. J.	*3,092,884*	*33,297*	*16.6*	*25.1*	*22.6*	*24.2*	*.0960*
SUBURBAN TOTAL	52,252,200	35,297	15.2	24.6	20.7	29.7	1.5326
PHILADELPHIA–WILMINGTON–TRENTON CONSOLIDATED AREA	***90,537,367***	***30,964***	***17.6***	***24.2***	***18.6***	***25.1***	***2.6232***
PITTSBURGH	**27,234,980**	**25,149**	**21.3**	**28.0**	**17.4**	**14.5**	**.8108**
Allegheny	18,669,960	25,912	20.7	27.2	17.6	16.1	.5480
• McKeesport	307,775	19,090	24.0	23.5	14.3	10.3	.0091
Penn Hills Township	718,072	29,996	17.3	32.8	22.5	17.1	.0188
• Pittsburgh	4,516,038	19,357	24.3	24.9	12.9	10.8	.1440
Fayette	1,387,944	18,617	25.0	28.6	12.0	6.2	.0491
Washington	2,577,227	25,199	21.9	28.1	18.5	13.4	.0764
Westmoreland	4,599,849	25,309	21.8	30.6	18.0	12.4	.1373
Hempfield Township	547,804	28,816	18.8	33.6	21.6	14.4	.0167
SUBURBAN TOTAL	22,411,167	26,649	20.6	28.7	18.5	15.5	.6577
PITTSBURGH–BEAVER VALLEY CONSOLIDATED AREA	***29,401,846***	***25,197***	***21.2***	***28.3***	***17.5***	***14.2***	***.8744***
READING	**4,471,764**	**26,952**	**20.7**	**28.5**	**19.4**	**15.5**	**.1383**
Berks	4,471,764	26,952	20.7	28.5	19.4	15.5	.1383
• Reading	876,249	19,173	25.4	26.1	13.6	8.4	.0288
SUBURBAN TOTAL	3,595,515	29,703	19.0	29.4	21.4	18.0	.1095
SCRANTON-WILKES-BARRE	**8,558,581**	**22,695**	**26.0**	**29.4**	**15.7**	**10.9**	**.2813**
Columbia	660,230	21,853	27.1	31.4	14.6	8.9	.0221
Lackawanna	2,619,963	22,888	25.2	28.3	15.9	12.0	.0860
• Scranton	919,109	20,255	26.5	26.9	14.0	9.6	.0334
Luzerne	3,808,929	22,202	26.7	29.2	15.2	10.4	.1230
• Hazleton	306,288	20,757	28.3	27.5	14.6	9.7	.0110
• Wilkes-Barre	519,191	18,821	27.3	26.6	12.4	8.2	.0215
Monroe	1,141,758	24,086	25.2	30.4	17.3	11.5	.0404
Wyoming	327,701	24,187	23.9	32.5	16.5	11.1	.0098
SUBURBAN TOTAL	6,813,993	23,449	25.6	30.1	16.3	11.4	.2154
SHARON	**1,438,492**	**24,927**	**22.0**	**30.6**	**17.6**	**11.9**	**.0430**
Mercer	1,438,492	24,927	22.0	30.6	17.6	11.9	.0430
• Sharon	179,141	21,629	23.5	26.3	15.9	10.9	.0068
SUBURBAN TOTAL	1,259,351	25,372	21.8	31.5	17.8	12.0	.0362
STATE COLLEGE	**1,229,132**	**21,721**	**25.3**	**27.8**	**14.2**	**11.6**	**.0420**
Centre	1,229,132	21,721	25.3	27.8	14.2	11.6	.0420
• State College	284,945	14,437	29.0	16.6	8.4	11.7	.0144
SUBURBAN TOTAL	944,187	23,885	24.2	31.4	16.0	11.5	.0276

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
WILLIAMSPORT	**1,362,281**	**23,288**	**24.8**	**30.1**	**16.1**	**11.2**	**.0457**
Lycoming	1,362,281	23,288	24.8	30.1	16.1	11.2	.0457
• Williamsport	355,098	19,376	27.5	27.0	12.1	9.4	.0141
SUBURBAN TOTAL	1,007,183	24,820	23.6	31.5	17.7	11.9	.0316
YORK	**5,427,798**	**27,773**	**20.0**	**30.5**	**20.4**	**15.0**	**.1709**
Adams	899,127	26,673	21.2	32.4	18.7	13.9	.0252
York	4,528,671	28,042	19.8	30.0	20.8	15.2	.1457
• York	504,446	18,778	25.7	26.4	13.6	7.2	.0169
SUBURBAN TOTAL	4,923,352	29,059	19.1	31.1	21.3	16.1	.1540
OTHER COUNTIES							
Armstrong	862,050	22,700	23.8	30.1	16.4	9.3	.0249
Bedford	483,957	20,327	27.6	29.8	12.8	8.1	.0171
Bradford	715,907	22,845	24.2	30.8	15.4	10.3	.0230
Butler	1,714,740	24,731	22.1	32.5	17.8	10.4	.0543
Cameron	72,353	20,293	27.4	29.9	13.8	7.2	.0021
Clarion	414,415	20,959	25.8	28.2	15.6	8.0	.0131
Clearfield	826,074	20,657	27.0	29.9	14.6	7.0	.0283
Clinton	347,586	18,890	29.6	31.9	10.2	4.6	.0133
Crawford	957,672	22,468	25.6	29.8	15.9	9.9	.0291
Elk	447,504	25,123	22.3	31.8	18.0	11.9	.0125
Forest	48,001	19,415	29.8	30.3	11.4	6.7	.0014
Franklin	1,505,187	25,866	22.7	31.4	18.8	13.0	.0454
Fulton	149,077	20,945	25.4	31.7	14.0	6.8	.0045
Greene	424,221	21,483	24.1	28.3	15.9	8.9	.0126
Huntingdon	410,396	20,135	27.6	30.1	13.3	7.0	.0128
Indiana	926,607	21,451	25.5	30.0	14.9	8.2	.0307
Jefferson	587,073	23,615	23.6	29.7	16.1	12.0	.0168
Juniata	217,048	21,088	28.1	30.4	14.6	7.9	.0064
Lawrence	1,171,347	24,386	21.7	29.2	17.8	11.9	.0346
McKean	522,781	22,277	25.0	30.0	14.9	10.2	.0156
Mifflin	459,783	19,248	26.6	29.2	12.9	6.1	.0159
Montour	221,298	26,496	21.7	30.8	17.7	16.8	.0061
Northumberland	942,080	17,721	30.5	28.7	10.8	4.3	.0319
Pike	344,700	22,884	26.0	29.3	14.6	12.8	.0094
Potter	195,832	21,877	25.0	29.7	15.4	8.9	.0058
Schuylkill	1,699,185	20,564	28.4	30.2	13.5	7.8	.0528
Snyder	392,192	23,241	25.7	33.7	15.6	8.8	.0142
Sullivan	61,626	19,922	30.0	30.1	11.8	7.9	.0020
Susquehanna	456,110	22,597	25.6	30.0	15.9	10.1	.0132
Tioga	408,724	20,447	26.6	29.9	13.8	7.4	.0129
Union	382,688	24,625	24.5	31.5	17.0	12.2	.0116
Venango	723,218	24,325	22.0	31.8	16.6	10.9	.0216
Warren	468,975	21,145	27.5	32.2	13.7	6.7	.0223
Wayne	406,610	18,798	31.1	28.0	12.2	6.4	.0154
TOTAL METRO COUNTIES	**137,349,910**	**26,777**	**20.5**	**27.3**	**17.9**	**17.6**	**4.1482**
TOTAL STATE	**157,316,927**	**25,956**	**21.3**	**27.8**	**17.5**	**16.3**	**4.7818**

Greater Philadelphia Newspapers - A Cut Above The Rest

- 942,000 Population
- 328,000 Households
- $14 Billion Effective Buying Income
- Nearly $43,000 per Household
- Nearly $7 Million Retail Sales
- Over $21,000 per Household

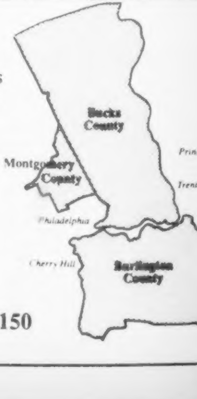
The Greater Philadelphia Newspaper Market

County (Metro)	*Population*	*Households*	*County (Metro)*	*E.B.I. (000's)*	*Retail Sales (000's)*
Bucks/Burlington (Phila.)	**942,000**	**328,000**	**Bucks/Burlington (Phila.)**	**$14,042,368**	**$6,929,518**
Larger Than:			*Wealthier Than:*		
Westchester (N.Y.)	867,000	323,000	DuPage (Chicago)	$14,750,639	$7,335,750
Marin/San Mateo (San Fran.)	857,000	342,000	Essex (Boston)	$10,379,628	$6,011,640

Greater Philadelphia Newspapers reach 46% Daily and 56% Sunday of this Dominate Market

Represented by Sawyer, Ferguson, Walker, Co., Inc. or Call John Brady - National Rep. (215) 949-4150

Source: Survey of Buying Power, 1989; Urban & Associates, 1989.



Rhode Island

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
PROVIDENCE–PAWTUCKET–								
WOONSOCKET	**917.4**	**.3672**	**34.9**	**11.2**	**16.1**	**19.3**	**30.6**	**339.6**
Bristol	48.9	.0196	36.0	10.7	14.6	21.0	30.5	16.7
Kent	164.7	.0659	34.6	9.2	16.9	21.1	28.3	59.9
Warwick	88.0	.0352	36.0	9.0	16.3	20.5	30.9	32.3
Providence	594.9	.2381	35.8	11.3	15.7	18.5	32.4	224.8
Cranston	75.4	.0302	39.1	9.4	15.4	19.1	36.4	28.1
East Providence	51.7	.0207	37.3	9.8	15.2	19.0	34.2	19.4
• Pawtucket	73.7	.0295	37.1	10.4	15.3	17.7	34.9	30.0
• Providence	159.1	.0637	33.5	15.0	16.4	16.0	31.6	62.8
• Woonsocket	45.2	.0181	34.8	9.8	15.5	17.1	32.7	17.5
Washington	108.9	.0436	31.4	13.7	18.4	19.7	23.7	38.2
SUBURBAN TOTAL	639.4	.2559	35.1	10.4	16.3	20.4	29.7	229.3
OTHER COUNTIES								
Newport	86.9	.0348	32.6	11.8	18.8	20.3	25.2	31.1
TOTAL METRO COUNTIES	**917.4**	**.3672**	**34.9**	**11.2**	**16.1**	**19.3**	**30.6**	**339.6**
TOTAL STATE	**1,004.3**	**.4020**	**34.7**	**11.2**	**16.5**	**19.3**	**30.1**	**370.7**

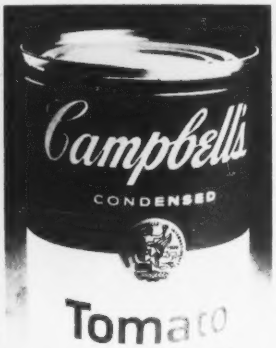
RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
PROVIDENCE–PAWTUCKET–							
WOONSOCKET	**6,650,886**	**1,361,174**	**703,796**	**781,700**	**292,240**	**1,278,379**	**268,340**
Bristol	237,091	60,875	26,594	2,741	5,871	59,126	12,338
Kent	1,721,353	272,705	155,316	333,831	57,092	340,852	52,405
Warwick	1,247,697	154,996	102,441	321,280	47,821	211,232	30,493
Providence	3,780,126	798,945	415,258	404,212	194,007	721,460	174,669
Cranston	506,455	115,788	52,401	21,710	42,161	98,613	30,508
East Providence	393,804	67,995	34,966	22,089	18,953	135,119	17,672
• Pawtucket	501,780	102,276	39,328	110,993	19,984	76,311	29,748
• Providence	908,214	166,302	117,649	58,358	61,455	179,323	34,136
• Woonsocket	281,857	66,296	18,602	36,128	11,919	74,225	12,091
Washington	912,316	228,649	106.628	40,916	35,270	156,941	28,928
SUBURBAN TOTAL	4,959,035	1,026,300	528,217	576,221	198,882	948,520	192,365
OTHER COUNTIES							
Newport	731,883	122,595	118,896	38,689	28,172	186,185	20,020
TOTAL METRO COUNTIES	**6,650,886**	**1,361,174**	**703,796**	**781,700**	**292,240**	**1,278,379**	**268,340**
TOTAL STATE	**7,382,769**	**1,483,769**	**822,692**	**820,389**	**320,412**	**1,464,564**	**288,360**

EFFECTIVE BUYING INCOME—1989

% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
PROVIDENCE–PAWTUCKET–							
WOONSOCKET	**12,582,730**	**27,798**	**19.8**	**25.8**	**18.3**	**19.9**	**.3806**
Bristol	686,311	30,120	19.3	27.0	17.5	23.6	.0185
Kent	2,345,610	31,134	16.9	27.5	21.3	21.5	.0788
Warwick	1,282,019	31,787	16.4	27.3	21.7	22.2	.0483
Providence	8,076,890	26,289	20.7	24.9	17.4	19.0	.2362
Cranston	1,142,574	30,793	18.2	25.2	19.6	23.7	.0322
East Providence	730,779	29,828	19.1	25.5	21.4	20.6	.0221
• Pawtucket	970,740	24,602	22.1	26.4	17.2	15.2	.0294
• Providence	1,982,282	20,161	24.7	23.4	13.0	13.9	.0587
• Woonsocket	543,340	23,084	22.7	24.6	16.4	14.3	.0168
Washington	1,473,919	29,538	19.2	28.7	18.9	21.0	.0471
SUBURBAN TOTAL	9,086,368	30,729	18.0	26.5	20.0	22.6	.2757
OTHER COUNTIES							
Newport	1,332,279	31,532	17.6	25.0	19.4	25.4	.0400
TOTAL METRO COUNTIES	**12,582,730**	**27,798**	**19.8**	**25.8**	**18.3**	**19.9**	**.3806**
TOTAL STATE	**13,915,009**	**28,080**	**19.6**	**25.8**	**18.3**	**20.4**	**.4206**



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South Carolina

POPULATION—12/31/89

RETAIL SALES BY STORE GROUP—1989

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
ANDERSON	**146.0**	**.0584**	**33.8**	**9.4**	**16.5**	**22.3**	**25.7**	**55.9**	**950,591**	**225,536**	**78,612**	**117,249**	**46,337**	**197,072**	**40,286**
Anderson	146.0	.0584	33.8	9.4	16.5	22.3	25.7	55.9	950,591	225,536	78,612	117,249	46,337	197,072	40,286
• Anderson	29.7	.0119	35.8	11.1	14.7	18.0	33.0	12.3	527,011	84,050	45,323	91,434	26,003	116,309	17,190
SUBURBAN TOTAL	116.3	.0465	33.4	8.9	17.0	23.5	23.9	43.6	423,580	141,486	33,289	25,815	20,334	80,763	23,096
CHARLESTON	**514.2**	**.2058**	**29.0**	**14.4**	**19.4**	**20.1**	**18.2**	**178.3**	**3,302,561**	**692,267**	**363,569**	**373,741**	**179,535**	**762,996**	**100,554**
Berkeley	130.0	.0520	27.9	11.7	19.8	21.5	14.5	43.8	328,027	84,353	27,529	23,770	11,599	72,228	13,690
Charleston	301.1	.1206	29.2	16.9	19.3	18.7	20.1	106.4	2,622,793	522,568	301,252	317,164	154,658	618,874	71,754
• Charleston	70.5	.0282	31.8	16.4	17.5	16.7	27.6	27.8	1,078,015	238,784	157,981	152,505	59,402	188,604	26,030
North Charleston	68.2	.0273	24.7	27.6	21.7	14.9	12.1	21.2	603,577	81,423	55,291	107,325	29,405	168,354	7,473
Dorchester	83.1	.0332	29.9	9.8	19.1	23.2	17.1	28.1	351,741	85,346	34,788	32,807	13,278	71,894	15,110
SUBURBAN TOTAL	443.7	.1776	28.6	14.1	19.7	20.7	16.7	150.5	2,224,546	453,483	205,588	221,236	120,133	574,392	74,524
CHARLOTTE–GASTONIA–ROCK HILL	**1,127.9**	**.4516**	**32.8**	**10.3**	**18.2**	**22.3**	**23.7**	**430.6**	**8,435,589**	**1,640,547**	**804,349**	**889,284**	**491,454**	**2,147,289**	**320,858**
York	130.0	.0521	31.6	11.1	17.3	21.9	22.3	46.6	817,556	198,445	84,564	69,728	46,081	184,235	32,134
• Rock Hill	45.6	.0183	30.4	15.1	17.0	17.7	24.5	16.5	505,044	120,591	50,376	64,434	28,354	96,723	17,947
Cabarrus, N. C.	*96.4*	*.0386*	*35.2*	*9.0*	*16.0*	*22.5*	*27.9*	*36.2*	*654,215*	*130,315*	*47,691*	*83,710*	*38,123*	*164,096*	*26,368*
• Kannapolis	*33.3*	*.0133*	*36.5*	*9.4*	*14.7*	*19.7*	*32.4*	*13.3*	*106,839*	*25,272*	*4,341*	*76*	*14,538*	*25,532*	*3,675*
Gaston, N. C.	*175.2*	*.0702*	*33.3*	*9.4*	*17.0*	*22.0*	*25.1*	*65.0*	*1,111,609*	*234,583*	*98,556*	*153,258*	*46,133*	*287,334*	*53,581*
• Gastonia	*58.4*	*.0234*	*34.6*	*9.0*	*16.3*	*20.4*	*28.9*	*22.6*	*766,626*	*131,790*	*68,377*	*138,009*	*29,467*	*200,268*	*31,507*
Lincoln, N. C.	*50.5*	*.0202*	*33.5*	*8.9*	*17.3*	*23.2*	*24.1*	*18.9*	*258,314*	*49,412*	*22,379*	*14,198*	*9,644*	*58,526*	*12,928*
Mecklenburg, N. C.	*483.8*	*.1936*	*32.1*	*11.0*	*19.8*	*22.5*	*21.8*	*192.6*	*4,650,250*	*800,643*	*472,661*	*473,542*	*310,246*	*1,225,331*	*155,616*
• Charlotte	*392.2*	*.1570*	*32.0*	*10.9*	*20.3*	*21.6*	*22.2*	*160.0*	*4,014,016*	*625,078*	*388,657*	*425,113*	*270,043*	*1,150,156*	*128,862*
Rowan, N. C.	*106.5*	*.0426*	*35.9*	*9.7*	*15.8*	*20.9*	*30.4*	*41.6*	*514,933*	*137,369*	*46,303*	*42,740*	*20,221*	*106,416*	*25,951*
Union, N. C.	*85.5*	*.0343*	*31.8*	*10.1*	*17.1*	*22.8*	*21.7*	*29.7*	*428,712*	*89,780*	*32,195*	*52,008*	*21,006*	*121,351*	*14,280*
SUBURBAN TOTAL	598.4	.2396	33.3	9.7	16.9	23.4	23.8	218.2	3,043,064	737,816	292,598	261,652	149,052	674,610	138,867
COLUMBIA	**461.2**	**.1846**	**30.2**	**13.9**	**20.1**	**20.8**	**19.6**	**169.3**	**3,279,425**	**637,113**	**339,100**	**415,384**	**187,986**	**752,231**	**107,942**
Lexington	174.0	.0697	31.4	9.8	19.3	24.2	19.0	65.4	1,012,189	273,115	108,597	71,934	46,211	229,055	35,583
Richland	287.2	.1149	29.6	16.4	20.5	18.8	20.0	103.9	2,267,236	363,998	230,503	343,450	141,775	523,176	72,359
• Columbia	95.6	.0383	28.7	23.8	19.6	14.3	23.3	32.8	1,040,678	151,230	118,236	143,855	71,799	221,867	35,256
SUBURBAN TOTAL	365.6	.1463	30.6	11.3	20.3	22.5	18.6	136.5	2,238,747	485,883	220,864	271,529	116,187	530,364	72,686
FLORENCE	**121.7**	**.0487**	**30.9**	**10.4**	**17.9**	**21.0**	**21.7**	**43.1**	**879,609**	**168,369**	**62,237**	**126,888**	**30,760**	**216,613**	**24,797**
Florence	121.7	.0487	30.9	10.4	17.9	21.0	21.7	43.1	879,609	168,369	62,237	126,888	30,760	216,613	24,797
• Florence	33.3	.0133	31.8	10.1	18.3	19.0	25.1	12.6	576,582	108,192	50,296	99,763	20,458	131,061	17,785
SUBURBAN TOTAL	88.4	.0354	30.6	10.5	17.7	21.7	20.4	30.5	303,027	60,177	11,941	27,125	10,302	85,552	7,012
GREENVILLE–SPARTANBURG	**629.0**	**.2518**	**32.7**	**11.5**	**17.4**	**22.0**	**23.9**	**240.0**	**4,414,110**	**940,188**	**405,346**	**500,886**	**237,809**	**942,867**	**176,009**
Greenville	318.5	.1275	32.7	10.9	17.8	22.2	23.8	123.8	2,462,992	480,769	229,886	333,046	142,447	572,099	87,626
• Greenville	59.7	.0239	33.3	13.8	17.3	17.2	29.8	25.2	1,231,973	164,836	105,317	227,682	81,392	331,185	43,654
Pickens	92.1	.0369	30.3	17.5	16.6	20.7	21.5	32.8	384,480	93,819	48,512	39,396	18,649	64,800	20,582
Spartanburg	218.4	.0874	33.5	9.7	17.3	22.2	25.2	83.4	1,566,638	365,600	126,948	128,444	76,713	305,968	67,801
• Spartanburg	45.6	.0183	33.5	11.8	17.0	18.2	29.3	18.4	711,856	138,570	61,110	60,837	37,290	181,700	36,031
SUBURBAN TOTAL	523.7	.2096	32.5	11.2	17.4	22.9	22.8	196.4	2,470,281	636,782	238,919	212,367	119,127	429,982	96,324
OTHER COUNTIES															
Abbeville	23.3	.0093	33.3	10.7	15.6	19.6	27.7	8.7	46,992	19,766	4,274	5,042	1,132	3,321	3,569
☐ Aiken	124.0	.0497	32.7	9.5	16.6	21.6	24.6	47.5	656,757	168,483	57,012	87,328	22,537	139,040	23,076
Allendale	11.2	.0045	31.1	8.9	16.6	17.5	26.1	3.8	28,448	11,544	1,196	175	872	5,512	1,246
Bamberg	17.8	.0071	30.2	13.1	15.0	17.6	25.2	6.0	52,578	16,472	4,777	3,788	1,820	6,975	4,256
Barnwell	21.8	.0087	31.0	9.2	16.5	18.9	24.5	7.9	91,437	38,223	6,637	8,737	2,520	10,456	6,086
Beaufort	86.6	.0347	27.9	18.0	18.5	15.8	21.1	31.6	673,510	140,751	110,129	49,144	41,301	127,410	14,798
Calhoun	13.0	.0052	31.9	9.8	16.1	19.2	25.8	4.6	20,667	5,432	318	278	1,790	5,962	1,700
Cherokee	43.8	.0175	32.8	9.0	16.7	21.5	24.9	15.7	236,542	51,351	24,595	25,840	9,886	51,708	10,278
Chester	31.7	.0127	33.3	9.1	15.5	20.0	27.3	11.2	103,949	33,624	12,102	8,752	4,184	12,194	8,189
Chesterfield	40.2	.0161	32.1	9.1	16.8	20.5	24.6	15.0	157,954	43,849	11,912	15,795	5,370	26,582	9,778
Clarendon	29.3	.0117	30.8	10.3	15.9	18.1	25.2	10.1	108,995	26,254	7,199	7,450	2,098	21,044	5,486
Colleton	36.2	.0145	32.2	9.1	16.0	19.9	25.6	12.9	163,250	51,169	14,333	10,317	6,186	21,593	8,264
Darlington	66.5	.0266	31.0	9.5	17.4	20.3	22.8	23.6	258,422	61,790	21,429	16,729	11,160	54,233	14,806
Dillon	32.4	.0130	29.4	9.9	15.9	18.1	23.0	10.7	130,028	34,873	12,567	14,415	4,875	13,720	6,489
Edgefield	18.5	.0074	31.6	9.5	16.9	19.6	24.7	6.3	94,485	21,865	2,678	4,604	4,359	40,309	3,806
Fairfield	21.4	.0086	31.6	9.8	15.9	18.1	26.4	7.1	69,200	27,693	3,935	2,964	1,154	9,258	4,645
Georgetown	50.5	.0202	30.2	9.7	16.9	19.0	23.0	17.8	267,609	59,752	38,311	19,509	11,507	64,674	9,895
Greenwood	61.8	.0247	33.6	10.0	16.3	21.2	26.6	23.6	411,158	74,490	32,560	42,158	27,461	78,375	16,331
Hampton	19.5	.0079	31.4	8.8	16.2	18.6	25.7	7.1	82,314	23,551	4,189	5,553	3,752	14,177	3,587
Horry	140.5	.0562	31.7	10.7	17.6	21.1	23.2	54.6	1,603,009	298,023	241,426	177,697	117,145	261,052	48,132
Jasper	16.1	.0064	30.3	9.5	15.4	19.2	23.5	5.6	64,228	12,517	7,254	1,453	655	6,130	1,062
Kershaw	45.1	.0181	32.4	9.2	16.8	21.3	24.3	17.1	273,109	65,026	20,748	26,528	7,838	87,008	9,751
Lancaster	57.9	.0232	32.4	9.4	17.0	21.9	23.7	20.9	241,460	71,385	20,678	19,819	13,356	47,717	10,055
Laurens	54.9	.0219	33.7	10.2	16.2	21.2	26.6	19.4	200,227	50,562	15,353	21,980	5,657	54,032	11,973
Lee	18.7	.0075	29.6	10.8	15.6	18.1	23.6	6.0	45,376	12,949	3,356	2,021	3,134	10,221	1,545
McCormick	7.2	.0028	32.2	10.3	15.5	19.6	26.1	2.1	13,381	4,280	794	488	498	1,278	921
Marion	35.3	.0142	30.6	9.4	16.8	18.4	24.2	12.2	136,868	30,030	9,360	10,930	4,742	30,582	9,298
Marlboro	32.1	.0128	30.6	9.5	15.6	18.9	24.3	10.8	86,666	30,212	6,885	3,842	3,286	19,477	4,540
Newberry	32.6	.0131	35.5	10.1	14.9	19.8	30.8	12.8	148,612	35,692	9,790	22,617	7,939	31,718	5,926
Oconee	56.1	.0224	33.8	9.2	16.6	23.0	25.0	22.3	292,380	62,270	26,987	27,496	13,301	61,853	14,095
Orangeburg	91.7	.0367	30.5	12.3	15.9	18.7	24.1	32.0	469,232	78,865	38,271	56,006	26,259	96,722	20,327
Saluda	16.8	.0068	34.1	8.9	15.1	20.2	28.4	6.0	51,290	14,892	2,500	2,522	2,336	11,539	3,606
Sumter	99.0	.0396	29.1	12.5	17.4	20.3	19.4	33.8	561,614	107,239	43,070	58,687	27,146	140,760	13,872
Union	30.8	.0123	34.3	9.3	16.1	21.0	27.9	11.3	112,991	37,937	7,767	9,362	5,108	15,661	7,146
Williamsburg	39.7	.0159	29.5	9.6	16.1	17.4	23.7	13.1	114,392	33,042	5,559	3,785	10,428	22,575	6,023
TOTAL METRO COUNTIES	**2,126.1**	**.8511**	**31.1**	**12.4**	**18.3**	**21.2**	**21.6**	**780.7**	**14,300,609**	**3,030,401**	**1,390,440**	**1,691,204**	**751,045**	**3,195,054**	**504,798**
TOTAL STATE	**3,526.1**	**1.4114**	**31.2**	**11.7**	**17.6**	**20.7**	**22.6**	**1,284.4**	**21,712,982**	**4,717,771**	**2,163,379**	**2,377,687**	**1,141,300**	**4,660,882**	**806,279**

S.C. (cont.)

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over — A	B	C	D	Buying Power Index
ANDERSON	**1,538,334**	**22,337**	**24.0**	**31.4**	**15.3**	**8.7**	**.0516**
Anderson	1,538,334	22,337	24.0	31.4	15.3	8.7	.0516
• Anderson	312,149	18,020	27.0	25.6	11.0	8.6	.0163
SUBURBAN TOTAL	1,226,185	23,482	23.1	33.0	16.6	8.7	.0353
CHARLESTON	**5,228,507**	**21,872**	**25.5**	**28.5**	**15.3**	**10.4**	**.1782**
Berkeley	1,211,709	22,618	25.8	31.6	16.6	8.1	.0345
Charleston	3,177,057	20,834	26.2	26.7	14.1	11.0	.1181
• Charleston	790,966	18,726	25.3	23.6	11.3	12.3	.0365
North Charleston	676,153	18,086	32.0	27.6	11.1	5.6	.0263
Dorchester	839,741	24,726	22.3	30.5	17.8	11.7	.0256
SUBURBAN TOTAL	4,437,541	22,400	25.5	29.5	16.0	10.0	.1417
CHARLOTTE–GASTONIA–ROCK HILL	**14,395,281**	**25,920**	**21.9**	**29.6**	**18.0**	**15.0**	**.4560**
York	1,416,552	24,547	22.5	30.8	17.9	11.5	.0461
• Rock Hill	446,144	20,910	25.9	29.0	14.9	8.3	.0192
Cabarrus, N. C.	*1,133,778*	*24,963*	*23.1*	*30.4*	*18.3*	*12.0*	*.0363*
• *Kannapolis*	*373,411*	*22,551*	*25.5*	*31.8*	*15.7*	*8.6*	*.0102*
Gaston, N. C.	*2,049,230*	*24,971*	*22.5*	*31.2*	*18.5*	*11.8*	*.0645*
• *Gastonia*	*702,928*	*22,967*	*24.2*	*27.6*	*15.7*	*12.9*	*.0287*
Lincoln, N. C.	*618,464*	*26,551*	*20.0*	*33.2*	*18.5*	*14.1*	*.0179*
Mecklenburg, N. C.	*7,000,480*	*27,656*	*20.8*	*27.4*	*18.2*	*19.3*	*.2261*
• *Charlotte*	*5,645,280*	*26,373*	*21.7*	*28.0*	*17.0*	*18.2*	*.1872*
Rowan, N. C.	*1,209,764*	*22,950*	*25.0*	*32.6*	*15.9*	*8.8*	*.0360*
Union, N. C.	*967,013*	*25,672*	*21.9*	*30.9*	*18.6*	*12.7*	*.0291*
SUBURBAN TOTAL	7,227,518	26,542	21.1	31.1	19.4	13.8	.2107
COLUMBIA	**5,771,682**	**25,610**	**22.7**	**27.8**	**17.8**	**15.9**	**.1819**
Lexington	2,190,695	27,611	21.1	29.0	20.0	16.3	.0649
Richland	3,580,987	24,366	23.8	27.0	16.4	15.6	.1170
• Columbia	1,096,045	19,334	27.3	23.3	12.3	13.0	.0425
SUBURBAN TOTAL	4,675,637	27,191	21.6	28.9	19.1	16.6	.1394
FLORENCE	**1,065,161**	**18,633**	**27.0**	**27.5**	**11.8**	**7.3**	**.0413**
Florence	1,065,161	18,633	27.0	27.5	11.8	7.3	.0413
• Florence	330,473	19,147	26.7	27.2	11.6	9.2	.0177
SUBURBAN TOTAL	734,688	18,433	27.1	27.7	11.9	6.5	.0236
GREENVILLE–SPARTANBURG	**6,883,512**	**22,112**	**24.5**	**29.4**	**15.4**	**10.0**	**.2319**
Greenville	3,575,177	22,303	24.5	29.2	15.6	10.3	.1227
• Greenville	677,442	17,528	27.6	24.0	10.4	9.7	.0366
Pickens	990,415	23,430	24.1	30.8	16.2	10.8	.0291
Spartanburg	2,317,920	21,356	24.9	29.0	14.9	9.2	.0801
• Spartanburg	485,723	18,110	26.3	23.8	11.9	9.7	.0234
SUBURBAN TOTAL	5,718,347	23,098	24.0	30.6	16.4	10.0	.1719
OTHER COUNTIES							
Abbeville	210,385	19,441	25.6	30.3	12.5	5.7	.0059
☐ Aiken	1,484,611	24,765	21.2	28.2	17.6	14.3	.0440
Allendale	80,741	14,278	27.9	19.3	11.3	5.4	.0026
Bamberg	146,739	17,000	29.2	23.9	10.9	8.0	.0046
Barnwell	200,890	18,587	26.3	24.7	13.9	8.1	.0064
Beaufort	1,219,443	24,606	23.2	28.3	14.8	17.1	.0372
Calhoun	92,936	15,398	28.4	25.2	8.8	4.2	.0029
Cherokee	397,833	20,484	25.6	31.1	13.6	6.5	.0137

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S.C. (cont.)

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Chester	263,964	18,575	27.6	27.8	13.7	5.1	.0083
Chesterfield	334,671	16,857	29.5	25.7	10.1	5.3	.0111
Clarendon	207,323	15,151	29.4	23.3	9.1	4.7	.0073
Colleton	285,396	16,556	28.1	26.2	9.8	5.7	.0102
Darlington	576,727	18,383	25.7	25.5	12.6	8.1	.0185
Dillon	235,546	15,933	28.6	25.4	8.9	5.8	.0085
Edgefield	140,249	16,275	26.3	25.0	10.8	5.7	.0051
Fairfield	174,386	19,513	23.7	28.1	13.1	7.8	.0057
Georgetown	374,011	16,062	26.4	26.9	8.6	4.9	.0143
Greenwood	601,898	19,529	27.0	27.8	13.7	7.5	.0214
Hampton	142,845	13,790	26.8	22.1	7.3	5.2	.0052
Horry	1,556,091	21,030	27.7	28.4	13.2	10.7	.0627
Jasper	118,676	15,437	26.7	23.0	10.3	5.4	.0043
Kershaw	456,131	20,808	23.8	28.5	14.3	9.0	.0153
Lancaster	592,994	23,454	23.4	31.4	17.2	9.4	.0178
Laurens	518,589	21,620	24.9	31.5	14.9	7.4	.0158
Lee	128,038	15,917	27.8	25.6	9.4	4.4	.0042
McCormick	55,277	20,415	24.1	25.7	16.0	9.1	.0017
Marion	253,735	15,294	30.7	24.1	8.9	4.5	.0091
Marlboro	236,489	16,599	27.3	28.3	8.9	4.7	.0076
Newberry	345,303	21,350	23.3	29.3	14.9	8.6	.0105
Oconee	571,568	20,232	26.1	30.6	13.2	6.8	.0183
Orangeburg	733,054	16,092	26.7	23.5	11.0	6.4	.0266
Saluda	148,202	19,385	24.0	28.6	13.6	6.3	.0045
Sumter	875,130	18,901	28.3	26.5	12.8	8.1	.0310
Union	266,157	19,660	27.0	32.5	12.1	4.4	.0084
Williamsburg	298,848	18,061	26.9	29.1	10.0	5.9	.0098
TOTAL METRO COUNTIES	**23,388,359**	**22,858**	**24.2**	**28.8**	**16.0**	**11.5**	**.7750**
TOTAL STATE	**36,228,624**	**21,300**	**25.0**	**28.4**	**14.6**	**10.0**	**1.2115**

South Dakota

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
RAPID CITY	**81.2**	**.0325**	**29.6**	**13.6**	**18.9**	**19.4**	**20.3**	**31.7**
Pennington	81.2	.0325	29.6	13.6	18.9	19.4	20.3	31.7
• Rapid City	58.2	.0233	30.4	14.2	18.4	19.4	22.1	22.6
SUBURBAN TOTAL	23.0	.0092	27.7	12.3	19.9	19.6	15.8	9.1
SIOUX FALLS	**127.8**	**.0512**	**31.4**	**12.0**	**18.6**	**19.1**	**24.2**	**51.0**
Minnehaha	127.8	.0512	31.4	12.0	18.6	19.1	24.2	51.0
• Sioux Falls	102.6	.0411	31.6	13.2	18.7	18.5	25.1	42.1
SUBURBAN TOTAL	25.2	.0101	30.6	7.0	17.9	21.5	20.6	8.9
OTHER COUNTIES								
Aurora	3.3	.0013	38.6	6.8	11.8	17.9	36.5	1.1
Beadle	17.8	.0071	35.5	9.5	15.2	18.6	32.0	7.4
Bennett	3.4	.0014	30.2	8.5	14.9	18.1	24.8	1.0
Bon Homme	7.2	.0028	36.4	13.7	11.8	15.4	36.0	2.6
Brookings	25.1	.0101	27.3	25.0	15.5	14.9	23.1	8.9
Brown	37.0	.0148	32.0	13.0	16.0	18.2	27.0	14.5
Brule	5.1	.0020	34.9	7.3	14.3	18.4	31.5	2.0
Buffalo	1.8	.0008	22.6	10.5	12.7	17.9	15.9	.4
Butte	8.4	.0033	33.8	8.4	15.9	18.4	29.7	3.3
Campbell	2.0	.0008	41.3	6.1	11.4	21.1	37.5	.8
Charles Mix	9.7	.0039	34.4	7.6	12.7	18.6	30.7	3.3
Clark	4.7	.0019	40.1	6.5	12.7	17.9	38.1	1.9
Clay	13.3	.0053	24.7	31.6	15.4	13.6	19.8	4.8
Codington	22.7	.0091	32.9	10.7	15.5	17.9	28.9	8.8
Corson	4.9	.0020	27.1	10.9	13.2	18.8	20.8	1.5
Custer	7.1	.0028	33.8	8.0	17.6	21.1	26.8	2.7
Davison	17.5	.0070	33.5	11.8	15.0	16.8	31.0	6.7
Day	7.7	.0031	39.2	6.8	12.6	16.4	38.3	2.9
Deuel	4.8	.0019	38.0	7.4	12.3	18.6	35.4	1.8
Dewey	5.8	.0023	26.8	10.1	13.8	17.7	21.0	1.5
Douglas	4.2	.0017	37.0	8.2	11.5	18.0	34.6	1.4
Edmunds	4.9	.0020	39.0	6.1	11.6	18.4	36.6	1.7
Fall River	8.2	.0033	37.7	7.1	14.8	17.5	35.8	3.2
Faulk	2.9	.0011	39.3	6.1	12.2	19.4	30.2	1.2
Grant	8.8	.0035	34.6	7.8	14.3	17.8	31.6	3.2
Gregory	5.4	.0022	38.0	7.5	12.9	17.5	36.2	2.1
Haakon	2.9	.0012	30.7	9.2	15.8	16.9	26.3	1.0
Hamlin	5.2	.0020	40.3	6.3	11.6	16.0	39.8	1.9
Hand	4.5	.0018	38.3	6.8	12.9	19.0	35.2	1.8
Hanson	3.3	.0014	35.3	7.4	11.9	19.0	31.4	1.1
Harding	1.8	.0007	33.3	9.1	16.3	18.6	28.6	.6

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
RAPID CITY	**796,824**	**139,742**	**69,262**	**114,700**	**30,399**	**217,195**	**18,216**
Pennington	796,824	139,742	69,262	114,700	30,399	217,195	18,216
• Rapid City	757,516	137,055	62,310	107,020	30,265	215,097	16,370
SUBURBAN TOTAL	39,308	2,687	6,952	7,680	134	2,098	1,846
SIOUX FALLS	**1,158,115**	**199,410**	**95,235**	**167,017**	**50,116**	**281,777**	**42,826**
Minnehaha	1,158,115	199,410	95,235	167,017	50,116	281,777	42,826
• Sioux Falls	1,032,806	190,512	92,918	139,316	48,521	227,798	42,366
SUBURBAN TOTAL	125,309	8,898	2,317	27,701	1,595	53,979	460
OTHER COUNTIES							
Aurora	8,586	1,447	998	170	448	221	7
Beadle	97,585	19,264	8,822	8,646	4,247	26,179	4,537
Bennett	17,236	2,945	618	12	152	7,989	262
Bon Homme	23,705	4,667	1,824	227	627	5,200	648
Brookings	109,840	17,286	12,232	11,270	4,517	22,314	4,854
Brown	309,080	56,836	33,501	39,880	15,522	77,340	8,332
Brule	44,051	5,083	3,753	1,210	411	15,250	2,319
Buffalo	925	869	7	1	5	14	
Butte	39,555	9,268	3,187	3,613	215	10,057	1,318
Campbell	8,253	729	789	16	51	4,233	5
Charles Mix	25,630	9,569	2,373	980	924	1,438	805
Clark	10,451	440	1,128	21	184	3,201	1,426
Clay	57,319	17,129	7,025	6,014	1,123	9,705	2,268
Codington	205,486	56,513	14,058	28,672	6,327	33,540	5,145
Corson	6,826	1,324	1,239	31	275	355	604
Custer	24,269	7,843	4,010	554	333	3,467	526
Davison	148,968	28,970	16,686	14,168	3,264	36,762	1,636
Day	26,514	4,634	2,033	455	565	11,891	1,629
Deuel	16,516	2,675	1,268	629	478	4,381	267
Dewey	18,654	5,998	1,410	849	198	1,312	463
Douglas	9,794	2,386	965	204	52	3,152	405
Edmunds	12,703	3,320	682	16	240	4,397	607
Fall River	38,742	11,822	3,422	1,202	383	4,223	1,293
Faulk	8,371	2,638	555	378	71	1,139	1,281
Grant	49,351	9,661	2,244	1,408	2,042	15,839	1,398
Gregory	15,441	6,351	1,326	379	516	1,574	1,046
Haakon	12,001	2,367	838	175	333	4,997	695
Hamlin	8,470	1,000	1,206	22	83	1,277	653
Hand	18,706	3,444	1,459	732	468	3,225	509
Hanson	7,941	922	456	17	388	1,461	5
Harding	5,235	471	273	9	30	1,007	62

S.D. (cont.)

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
Hughes	15.5	.0062	31.7	8.3	19.1	21.0	22.7	6.3
Hutchinson	8.5	.0034	41.3	6.3	12.2	17.6	39.9	3.3
Hyde	2.0	.0008	38.9	7.0	11.1	19.5	35.6	.9
Jackson	4.0	.0016	29.2	8.0	14.3	18.7	23.0	1.2
Jerauld	3.0	.0012	39.2	6.1	12.8	17.9	37.6	1.1
Jones	1.4	.0006	36.1	6.9	14.1	19.6	31.9	.6
Kingsbury	6.2	.0024	41.6	6.9	12.0	17.4	40.1	2.6
Lake	11.2	.0045	34.7	12.3	14.1	15.7	33.8	4.3
Lawrence	20.1	.0081	31.6	14.2	16.3	16.8	27.7	8.3
Lincoln	15.3	.0061	33.7	7.9	15.9	18.8	29.1	5.3
Lyman	3.7	.0015	31.3	8.6	14.0	18.6	26.2	1.3
McCook	6.2	.0025	37.7	6.9	12.3	17.5	35.8	2.4
McPherson	3.4	.0013	43.1	6.3	10.9	18.7	41.4	1.5
Marshall	4.9	.0020	39.0	6.4	12.2	19.8	35.9	2.0
Meade	24.6	.0098	28.7	12.2	20.0	18.8	18.5	8.4
Mellette	2.5	.0010	28.7	9.8	14.1	18.3	22.9	.7
Miner	3.3	.0013	43.1	6.6	11.3	14.7	43.1	1.4
Moody	6.6	.0026	34.9	7.0	14.0	18.4	32.8	2.4
Perkins	4.7	.0019	36.9	8.2	14.0	19.2	33.3	1.8
Potter	3.6	.0015	37.6	6.4	12.9	19.0	34.6	1.3
Roberts	10.9	.0043	35.8	7.1	12.5	17.4	33.6	3.8
Sanborn	3.0	.0012	40.3	7.9	12.6	17.5	38.2	1.2
Shannon	12.6	.0051	21.3	11.4	15.1	15.5	13.4	2.6
Spink	8.4	.0033	37.3	8.4	14.2	19.0	34.0	3.2
Stanley	2.8	.0012	30.5	9.4	17.6	20.4	21.7	.9
Sully	1.9	.0007	34.6	8.0	13.9	22.6	26.8	.7
Todd	7.8	.0031	23.9	9.6	17.0	16.3	15.1	1.9
Tripp	7.0	.0028	35.1	8.3	13.4	18.7	31.4	2.7
Turner	8.9	.0036	40.9	6.4	13.1	17.9	39.2	3.4
Union	11.3	.0045	33.3	8.2	16.3	17.3	29.9	4.2
Walworth	6.4	.0026	37.3	7.3	13.6	19.1	33.9	2.7
Yankton	19.4	.0077	33.5	11.6	15.9	18.6	29.0	7.2
Ziebach	2.5	.0010	24.7	9.8	12.8	18.3	18.5	.6
TOTAL METRO COUNTIES	**209.0**	**.0837**	**30.7**	**12.6**	**18.7**	**19.2**	**22.7**	**82.7**
TOTAL STATE	**724.0**	**.2897**	**32.2**	**11.3**	**16.1**	**18.2**	**27.3**	**272.0**

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
Hughes	123,916	31,746	8,037	10,020	5,206	34,397	1,771
Hutchinson	31,073	8,825	1,894	917	298	4,262	4,920
Hyde	8,604	2,096	126	10	314	739	469
Jackson	11,072	2,282	1,069	6	20	70	2
Jerauld	11,718	2,149	775	314	28	5,402	585
Jones	14,928	1,792	984	257	219	5,113	4
Kingsbury	32,024	9,382	2,232	432	1,181	6,204	925
Lake	67,150	12,337	6,378	4,000	2,254	24,829	2,112
Lawrence	119,471	32,136	16,511	5,931	1,863	31,328	3,367
Lincoln	39,579	9,398	6,093	335	978	6,962	1,344
Lyman	22,122	8,456	1,432	63	325	709	157
McCook	21,939	2,076	1,571	195	388	9,391	541
McPherson	9,882	2,200	537	642	271	1,003	309
Marshall	9,582	2,800	1,482	117	161	1,611	308
Meade	66,598	17,802	6,836	6,129	871	15,223	2,251
Mellette	4,383	1,061	294	972	71	250	121
Miner	11,768	1,582	1,197	269	103	367	612
Moody	15,296	3,873	1,016	414	120	3,711	271
Perkins	16,161	3,919	1,071	710	129	1,696	196
Potter	10,899	3,452	1,004	445	100	556	360
Roberts	28,561	2,773	3,288	3,609	1,025	5,422	1,386
Sanborn	7,024	692	524	26	85	2,268	8
Shannon	8,479	4,723	286	13	45	154	5
Spink	25,166	3,724	2,166	464	655	10,163	878
Stanley	15,954	5,555	786	452	29	1,367	3
Sully	15,316	1,435	1,253	6	18	10,622	120
Todd	10,146	4,081	209	419	59	449	6
Tripp	50,034	9,993	2,635	3,664	2,033	15,329	867
Turner	28,199	8,711	2,103	255	344	5,894	1,131
Union	16,984	2,648	1,640	145	314	891	497
Walworth	39,415	7,998	2,703	4,001	813	9,367	1,099
Yankton	125,672	30,795	9,190	17,491	4,505	23,215	2,677
Ziebach	5,312	791	256	29	89	326	9
TOTAL METRO COUNTIES	**1,954,939**	**339,152**	**164,497**	**281,717**	**80,515**	**498,972**	**61,042**
TOTAL STATE	**4,365,570**	**880,306**	**382,462**	**466,429**	**149,901**	**1,055,402**	**135,358**

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
RAPID CITY	**984,002**	**21,287**	**27.6**	**27.3**	**14.1**	**11.6**	**.0354**
Pennington	984,002	21,287	27.6	27.3	14.1	11.6	.0354
• Rapid City	716,375	22,292	25.2	27.9	14.6	12.5	.0288
SUBURBAN TOTAL	267,627	19,216	33.4	26.0	12.7	9.3	.0066
SIOUX FALLS	**1,730,131**	**25,020**	**23.0**	**29.1**	**18.3**	**12.7**	**.0568**
Minnehaha	1,730,131	25,020	23.0	29.1	18.3	12.7	.0568
• Sioux Falls	1,435,442	24,595	23.5	28.0	18.0	13.0	.0480
SUBURBAN TOTAL	294,689	26,751	20.9	33.3	20.0	11.3	.0088
OTHER COUNTIES							
Aurora	16,883	10,509	33.0	15.3	2.5	1.8	.0007
Beadle	186,281	17,690	25.5	26.5	12.3	6.3	.0059
Bennett	15,164	10,000	29.1	14.5	4.2	2.2	.0008
Bon Homme	54,502	14,403	27.6	25.7	6.2	3.8	.0020
Brookings	261,369	20,040	25.9	27.5	13.1	9.5	.0078
Brown	414,082	20,095	27.2	28.5	13.7	8.0	.0146
Brule	40,168	14,642	33.1	21.6	8.6	2.8	.0018
Buffalo	5,844	10,500	33.5	15.5	3.3	.5	.0002
Butte	79,333	16,798	29.1	28.7	7.5	5.7	.0027
Campbell	12,466	10,758	30.9	17.9	2.0	2.3	.0004
Charles Mix	54,980	11,415	31.3	18.2	4.2	2.1	.0021

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Clark	36,254	13,156	29.8	22.2	5.4	3.5	.0011
Clay	142,309	17,645	28.6	21.3	13.5	10.0	.0042
Codington	248,052	19,860	27.1	28.4	12.3	9.0	.0093
Corson	27,816	11,478	24.9	18.2	8.0	3.6	.0009
Custer	81,493	22,862	24.8	31.3	16.6	8.5	.0021
Davison	166,832	17,345	28.0	27.3	11.5	4.9	.0066
Day	61,747	14,435	31.9	23.1	6.9	4.5	.0020
Deuel	37,592	14,078	29.3	22.4	7.8	4.2	.0013
Dewey	34,185	15,000	28.0	23.7	8.7	4.9	.0013
Douglas	23,290	11,786	33.4	17.1	4.7	1.6	.0008
Edmunds	28,427	11,145	30.1	19.1	3.6	2.3	.0011
Fall River	100,031	21,567	21.3	28.1	15.3	10.0	.0029
Faulk	22,318	12,548	30.5	18.8	6.8	2.9	.0006
Grant	87,630	20,036	27.2	29.5	12.5	8.1	.0030
Gregory	31,776	9,739	29.1	13.3	3.5	2.9	.0011
Haakon	20,489	14,553	34.8	24.1	5.3	4.0	.0008
Hamlin	47,899	16,850	30.7	23.6	11.0	7.2	.0013
Hand	34,336	12,037	27.1	20.2	5.7	4.4	.0011
Hanson	20,968	13,293	31.3	22.7	5.5	3.2	.0008
Harding	10,827	12,846	34.8	18.5	5.3	2.2	.0004

S.D. (cont.)

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Hughes	200,134	23,707	25.6	29.8	18.5	10.1	.0064
Hutchinson	61,184	12,165	30.7	19.7	4.8	3.6	.0022
Hyde	20,407	16,455	29.3	25.0	6.6	6.9	.0006
Jackson	27,123	14,824	29.8	25.5	6.9	4.0	.0010
Jerauld	19,746	12,270	33.5	19.1	3.5	3.3	.0007
Jones	13,870	17,059	30.1	28.4	8.8	4.5	.0005
Kingsbury	57,996	15,512	31.9	24.1	9.4	3.7	.0020
Lake	117,913	19,093	26.8	26.6	12.3	8.8	.0039
Lawrence	239,318	20,807	24.9	28.9	13.2	9.7	.0073
Lincoln	167,441	23,194	22.0	29.1	16.2	11.5	.0044
Lyman	32,680	16,667	28.1	23.9	9.8	6.9	.0012
McCook	53,081	15,159	29.7	24.8	8.7	4.5	.0017
McPherson	21,931	9,873	28.7	16.3	2.9	1.4	.0008
Marshall	43,650	13,808	31.0	21.6	7.1	5.1	.0013
Meade	230,724	18,980	31.4	30.3	10.4	6.2	.0066
Mellette	9,712	9,531	29.7	13.3	4.3	.6	.0004
Miner	23,593	10,604	28.4	15.7	5.1	3.1	.0008
Moody	61,169	17,390	30.8	24.0	11.8	6.9	.0016
Perkins	37,674	13,719	29.0	22.5	7.3	4.8	.0013
Potter	25,259	13,932	31.0	23.6	6.2	2.8	.0009
Roberts	83,464	14,372	30.4	20.8	9.0	5.1	.0025
Sanborn	20,141	10,838	26.3	17.9	6.1	2.3	.0007
Shannon	49,241	12,227	27.9	21.9	4.7	3.3	.0020
Spink	72,307	15,745	28.6	25.0	8.2	5.4	.0021
Stanley	26,968	21,350	27.3	31.3	13.1	8.6	.0010
Sully	15,419	15,182	30.7	22.7	8.9	5.4	.0005
Todd	37,431	13,217	27.2	23.1	7.1	2.7	.0014
Tripp	58,599	13,830	30.5	20.2	8.3	5.9	.0024
Turner	66,719	13,327	29.7	23.0	5.6	3.6	.0022
Union	117,053	20,654	26.8	30.5	13.5	7.6	.0030
Walworth	58,604	15,296	29.6	26.3	7.6	4.1	.0021
Yankton	221,335	21,264	27.4	29.6	13.9	9.7	.0071
Ziebach	10,087	11,286	35.1	12.5	4.7	4.0	.0004
TOTAL METRO COUNTIES	**2,714,133**	**23,519**	**24.8**	**28.3**	**16.7**	**12.3**	**.0922**
TOTAL STATE	**7,421,449**	**18,640**	**27.2**	**26.3**	**12.3**	**8.2**	**.2469**

Tennessee

POPULATION—12/31/89

S&MM ESTIMATES

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
CHATTANOOGA	**442.1**	**.1772**	**33.4**	**9.8**	**17.3**	**21.9**	**25.4**	**169.5**	**2,797,506**	**578,637**	**243,769**	**349,677**	**146,145**	**656,575**	**81,626**
Hamilton	293.6	.1176	33.5	10.3	17.6	21.3	26.1	115.6	2,193,484	396,746	201,127	291,001	121,078	564,473	61,253
• Chattanooga	165.2	.0661	33.8	10.8	16.9	19.5	28.5	66.5	1,759,663	285,419	144,378	248,918	84,325	524,764	39,443
Marion	26.0	.0105	33.5	9.0	16.0	22.5	25.0	9.7	110,598	30,423	6,005	12,960	4,009	19,354	3,941
Sequatchie	9.2	.0037	32.5	8.9	16.8	22.4	23.4	3.4	33,895	11,907	2,035	1,100	396	10,122	1,670
Catoosa, Ga.	*42.2*	*.0169*	*32.6*	*8.8*	*17.9*	*24.3*	*21.3*	*15.2*	*199,076*	*58,643*	*21,930*	*32,170*	*9,948*	*21,920*	*7,521*
Dade, Ga.	*13.0*	*.0052*	*31.4*	*11.0*	*17.0*	*22.4*	*21.5*	*4.4*	*50,895*	*19,921*	*3,096*	*1,323*	*968*	*6,303*	*1,078*
Walker, Ga.	*58.1*	*.0233*	*34.0*	*8.8*	*16.1*	*22.4*	*26.0*	*21.2*	*209,558*	*60,997*	*9,576*	*11,123*	*9,746*	*34,403*	*6,163*
SUBURBAN TOTAL	276.9	.1111	33.2	9.3	17.6	23.1	23.6	103.0	1,037,843	293,218	99,391	100,759	61,820	131,811	42,183
CLARKSVILLE–HOPKINSVILLE	**161.0**	**.0645**	**28.6**	**16.4**	**18.6**	**19.2**	**18.9**	**55.0**	**1,005,869**	**159,923**	**93,787**	**139,696**	**42,740**	**313,264**	**29,378**
Montgomery	97.5	.0391	29.0	15.7	19.0	20.3	18.4	35.0	658,179	98,470	59,001	104,162	29,646	220,489	15,179
• Clarksville	83.0	.0332	27.9	18.2	19.6	19.5	16.6	29.8	624,155	83,328	53,329	100,659	28,130	220,363	14,124
Christian, Ky.	*63.5*	*.0254*	*27.8*	*17.5*	*17.9*	*17.5*	*19.7*	*20.0*	*347,690*	*61,453*	*34,706*	*35,534*	*13,094*	*92,775*	*14,199*
• Hopkinsville	*30.5*	*.0122*	*34.2*	*9.1*	*15.7*	*20.7*	*28.0*	*11.7*	*305,240*	*61,311*	*28,499*	*27,446*	*12,709*	*79,773*	*13,978*
SUBURBAN TOTAL	47.5	.0191	26.8	18.0	18.6	17.6	17.2	13.5	76,474	15,284	11,879	11,591	1,901	13,128	1,276
JACKSON	**79.0**	**.0316**	**32.9**	**11.1**	**16.6**	**19.0**	**27.6**	**30.3**	**611,216**	**108,207**	**40,850**	**120,626**	**27,942**	**115,842**	**15,547**
Madison	79.0	.0316	32.9	11.1	16.6	19.0	27.6	30.3	611,216	108,207	40,850	120,626	27,942	115,842	15,547
• Jackson	53.7	.0215	32.8	12.6	16.6	17.5	28.8	21.3	594,364	108,060	40,834	120,273	26,294	115,195	15,525
SUBURBAN TOTAL	25.3	.0101	33.3	7.8	17.0	22.1	25.0	9.0	16,852	147	16	353	1,648	647	22
JOHNSON CITY–KINGSPORT–BRISTOL	**452.1**	**.1812**	**34.8**	**9.5**	**16.4**	**22.9**	**26.8**	**172.1**	**2,378,368**	**465,961**	**216,520**	**344,395**	**102,489**	**615,040**	**99,099**
Carter	51.5	.0207	35.0	9.8	16.0	22.2	27.8	20.2	167,297	40,743	15,434	25,804	5,563	31,985	7,586
Hawkins	47.6	.0191	33.9	8.3	17.3	23.5	24.6	17.8	128,467	42,716	10,533	10,228	4,719	23,183	8,012
Sullivan	148.8	.0596	35.2	8.5	16.6	24.2	26.3	59.0	1,010,170	150,613	88,213	178,989	35,829	326,706	37,271
• Bristol	23.8	.0095	37.5	9.3	15.5	21.8	32.1	10.1	301,384	44,136	26,300	44,119	10,649	131,318	10,193
• Kingsport	34.4	.0138	38.6	8.0	14.4	22.0	33.7	14.8	671,713	97,964	61,250	133,658	24,277	175,183	26,858
Unicoi	16.7	.0067	36.7	8.5	15.2	22.2	30.4	6.4	45,000	13,771	5,876	2,509	1,533	10,608	3,934
Washington	93.9	.0376	33.4	12.1	17.1	21.4	25.8	35.4	558,062	99,580	57,218	86,537	30,213	122,844	24,077
• Johnson City	45.1	.0181	35.1	15.1	14.2	19.4	30.7	17.1	484,711	77,346	51,537	84,199	26,840	114,305	19,354
Bristol city, Va.	*18.0*	*.0072*	*37.2*	*10.0*	*14.7*	*20.6*	*32.7*	*7.3*	*212,482*	*40,279*	*18,444*	*23,150*	*12,218*	*45,775*	*7,470*
• Bristol	*18.0*	*.0072*	*37.2*	*10.0*	*14.7*	*20.6*	*32.7*	*7.3*	*212,482*	*40,279*	*18,444*	*23,150*	*12,218*	*45,775*	*7,470*
Scott, Va.	*25.2*	*.0101*	*36.3*	*8.6*	*15.0*	*22.7*	*29.4*	*8.8*	*94,236*	*33,622*	*5,485*	*2,399*	*2,409*	*20,397*	*5,296*
Washington, Va.	*30.4*	*.0202*	*34.5*	*9.6*	*16.2*	*22.9*	*26.3*	*17.2*	*162,654*	*44,637*	*15,317*	*14,779*	*10,005*	*33,542*	*5,453*
SUBURBAN TOTAL	330.8	.1326	34.1	8.9	17.3	23.6	24.8	122.8	708,078	206,236	58,989	59,269	28,505	148,459	35,224

TENN. (cont.)

POPULATION—12/31/89

RETAIL SALES BY STORE GROUP—1989

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
KNOXVILLE	**609.7**	**.2442**	**33.7**	**11.1**	**17.6**	**21.7**	**26.0**	**240.1**	**4,465,861**	**790,312**	**470,275**	**516,667**	**227,543**	**1,118,212**	**157,213**
Anderson	71.2	.0285	35.2	8.5	16.5	22.5	27.8	28.2	414,056	95,574	32,634	48,288	10,238	117,951	18,176
• Oak Ridge	28.0	.0112	37.5	7.8	15.4	23.8	30.4	12.1	257,522	55,473	20,809	37,150	8,050	71,111	8,910
Blount	86.9	.0348	34.6	9.1	17.6	22.3	27.0	33.4	670,762	119,671	39,722	81,085	25,361	291,773	17,831
Grainger	17.7	.0071	34.0	8.9	15.9	22.6	25.9	6.6	34,956	8,972	1,801	134	1,909	14,331	1,651
Jefferson	34.8	.0140	34.4	11.7	15.2	23.4	25.6	12.7	132,850	37,176	11,468	14,719	5,582	27,398	7,242
Knox	334.4	.1339	33.0	12.7	18.1	20.8	25.7	134.7	2,804,571	455,625	291,052	343,740	166,693	623,024	98,789
• Knoxville	175.2	.0701	32.9	15.9	17.8	16.6	29.7	75.4	2,241,182	355,414	238,150	287,510	150,814	484,292	77,207
Sevier	51.6	.0206	34.4	8.7	17.2	23.7	25.3	19.6	390,903	66,975	92,890	28,303	16,685	39,152	12,625
Union	13.1	.0053	32.8	9.8	16.5	23.0	23.3	4.9	17,763	6,319	708	398	1,075	4,583	899
SUBURBAN TOTAL	406.5	.1629	33.8	9.3	17.5	23.8	24.2	152.6	1,967,157	379,425	211,316	192,007	68,679	562,809	71,096
MEMPHIS	**986.3**	**.3949**	**30.9**	**11.3**	**18.4**	**20.1**	**22.4**	**360.7**	**6,593,734**	**1,109,896**	**518,651**	**933,976**	**355,306**	**1,818,398**	**285,861**
Shelby	826.9	.3310	31.0	11.8	18.9	19.7	22.7	306.7	5,829,635	900,865	462,943	844,989	339,821	1,685,283	254,621
• Memphis	666.9	.2669	31.6	11.6	18.1	18.9	24.8	253.4	4,864,013	685,850	385,454	675,859	299,808	1,517,091	209,473
Tipton	37.9	.0152	32.1	9.6	15.0	21.1	24.6	13.2	116,110	26,434	8,177	17,398	3,991	23,481	4,612
Crittenden, Ark.	*51.3*	*.0206*	*29.8*	*9.7*	*15.4*	*19.5*	*22.4*	*17.3*	*372,835*	*72,192*	*26,932*	*31,695*	*6,155*	*68,266*	*13,237*
• West Memphis	*28.0*	*.0112*	*30.2*	*10.0*	*16.8*	*20.7*	*21.1*	*9.9*	*309,673*	*57,590*	*24,067*	*26,624*	*5,822*	*64,562*	*12,363*
De Soto, Miss.	*70.2*	*.0281*	*30.6*	*8.4*	*17.0*	*24.9*	*17.6*	*23.5*	*275,154*	*110,405*	*20,599*	*39,894*	*5,339*	*41,368*	*13,391*
SUBURBAN TOTAL	291.4	.1168	29.6	10.8	19.0	22.9	16.9	97.4	1,420,048	366,456	109,130	231,493	49,676	236,745	64,025
NASHVILLE	**987.6**	**.3952**	**32.8**	**10.9**	**18.2**	**22.0**	**23.9**	**376.0**	**7,787,364**	**1,238,794**	**781,622**	**973,368**	**443,502**	**2,150,163**	**253,546**
Cheatham	28.6	.0114	32.1	8.6	17.7	24.3	20.6	9.8	57,879	23,388	3,532	1,024	986	6,018	3,368
Davidson	510.7	.2044	33.0	12.1	19.1	20.5	25.6	207.1	5,151,722	694,751	551,178	747,871	340,482	1,423,338	163,608
• Nashville-Davidson	486.9	.1949	32.8	12.4	19.3	20.2	25.5	197.8	4,827,645	657,139	518,511	629,547	327,206	1,385,737	154,634
Dickson	35.8	.0144	34.5	8.7	15.3	22.2	27.0	13.2	203,944	57,619	14,020	32,266	10,451	40,016	7,254
Robertson	43.8	.0175	33.8	9.1	16.0	21.4	26.7	15.6	188,534	44,744	10,797	12,829	5,578	63,851	7,690
Rutherford	113.7	.0455	30.5	14.0	18.2	21.3	20.5	40.8	723,254	128,606	72,000	73,097	31,501	199,626	21,337
• Murfreesboro	47.4	.0190	29.2	21.5	16.6	18.5	21.9	18.0	570,600	88,338	56,079	51,503	27,518	179,602	14,457
Sumner	104.0	.0416	32.5	8.4	17.7	24.5	21.1	36.7	507,878	121,953	47,007	48,868	14,644	114,041	21,251
Williamson	80.5	.0322	33.4	7.3	17.3	26.8	20.5	27.4	611,712	110,592	50,017	27,052	29,219	204,411	18,983
Wilson	70.5	.0282	33.5	8.0	17.5	24.7	22.6	25.4	342,441	57,141	33,071	30,361	10,641	98,862	10,055
SUBURBAN TOTAL	453.3	.1813	33.1	8.2	17.3	24.3	22.4	160.2	2,389,119	493,317	207,032	292,318	88,778	584,824	84,455
OTHER COUNTIES															
Bedford	29.8	.0120	35.9	8.4	14.6	21.0	30.4	11.3	132,628	32,360	10,425	14,167	5,251	30,569	7,633
Benton	15.5	.0062	37.8	7.6	14.4	20.9	33.4	6.2	55,740	12,445	3,960	7,470	967	9,974	2,516
Bledsoe	9.9	.0039	31.8	12.2	15.4	20.8	24.2	3.5	20,097	4,996	1,599	922	380	5,837	807
Bradley	75.8	.0304	32.0	10.9	17.2	23.3	21.5	27.8	446,428	103,635	35,248	58,089	17,254	113,429	18,355
Campbell	36.7	.0147	34.4	8.2	15.3	21.0	28.0	13.8	150,610	39,130	12,131	10,938	4,581	32,632	6,261
Cannon	11.3	.0045	36.2	8.4	14.9	23.1	29.0	4.2	24,640	8,374	986	1,080	511	5,535	1,761
Carroll	28.9	.0115	37.0	8.3	14.4	20.6	32.4	11.0	111,331	25,814	4,938	11,608	5,616	32,680	6,024
Chester	14.0	.0056	32.8	15.0	14.2	19.3	27.6	5.1	38,991	7,475	2,477	1,317	2,650	16,536	1,312
Claiborne	27.8	.0111	32.8	9.8	16.7	21.5	24.8	10.0	59,343	20,672	4,197	3,368	2,838	4,566	3,438
Clay	8.0	.0032	36.0	8.6	14.9	21.3	30.2	3.1	13,657	4,673	981	226	216	1,651	572
Cocke	30.0	.0120	33.9	9.1	16.4	23.2	25.0	11.5	138,719	32,924	13,550	20,741	2,957	22,260	6,047
Coffee	42.6	.0171	35.0	8.8	15.4	23.4	26.5	16.4	269,297	50,198	25,898	44,774	9,001	59,414	11,964
Crockett	14.5	.0058	36.2	8.6	14.0	19.9	32.0	5.3	59,747	13,241	1,778	1,193	2,126	25,357	2,790
Cumberland	35.0	.0140	34.5	8.5	15.5	21.1	28.1	12.9	183,959	51,406	14,892	24,411	4,211	37,842	6,605
Decatur	10.8	.0043	37.6	7.8	14.2	20.6	33.4	4.4	49,554	13,932	2,077	2,412	961	14,648	2,430
De Kalb	14.7	.0059	36.0	8.0	15.6	20.7	30.7	5.8	46,858	14,941	3,545	2,509	1,924	11,147	3,184

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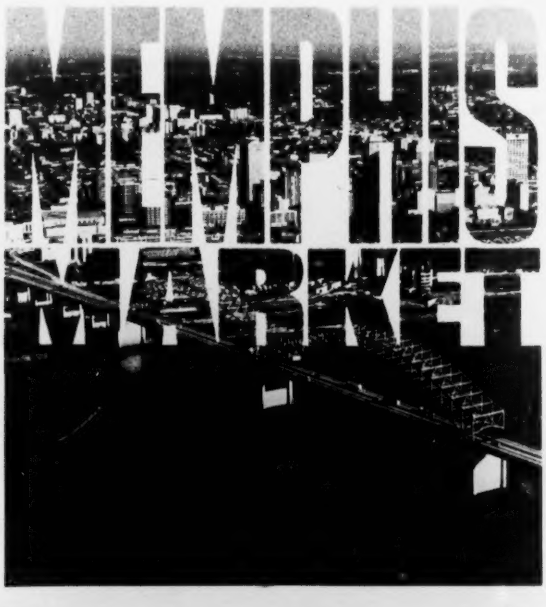
TENN. (cont.)

POPULATION—12/31/89

S&MM ESTIMATES

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
Dyer	35.5	.0142	34.3	8.8	16.0	20.2	28.7	13.8	301,042	51,849	22,652	43,429	13,720	90,178	8,374
Fayette	26.7	.0106	31.3	9.6	14.3	18.5	26.2	8.7	48,977	15,579	2,590	4,906	2,625	8,339	2,362
Fentress	15.7	.0063	33.6	8.3	15.8	21.2	26.6	5.7	46,377	15,475	3,371	2,908	945	3,235	2,323
Franklin	34.5	.0138	34.1	10.6	15.1	21.7	27.0	12.5	138,084	35,725	9,491	16,104	4,386	33,200	7,410
Gibson	48.5	.0195	37.0	8.2	14.4	19.8	33.0	19.1	229,314	38,295	16,769	27,409	6,693	74,748	15,303
Giles	24.8	.0099	36.4	8.7	14.4	20.7	31.4	9.5	116,887	30,114	5,893	11,988	5,315	26,067	6,125
Greene	56.8	.0227	35.2	8.7	16.3	23.9	26.5	21.3	264,178	62,975	18,880	29,457	9,982	61,584	12,576
Grundy	14.5	.0058	32.4	9.2	14.9	21.3	24.9	5.0	42,063	10,364	4,688	1,163	623	3,758	1,382
Hamblen	54.3	.0217	33.5	9.0	17.0	24.8	22.8	20.5	346,301	67,295	26,892	38,567	6,602	114,181	11,217
Hancock	6.6	.0026	35.2	9.1	14.1	20.9	29.4	2.3	10,598	1,878	377	46	700	1,794	1,348
Hardeman	25.0	.0100	33.2	8.8	15.0	18.4	28.9	8.6	111,405	24,428	5,576	16,577	2,833	20,059	3,430
Hardin	22.8	.0091	35.5	7.8	15.6	21.8	29.1	8.6	108,506	26,208	7,697	12,633	5,105	29,822	4,426
Haywood	20.9	.0083	32.2	9.3	14.5	16.9	29.1	7.1	81,040	18,336	4,278	7,499	3,060	25,993	3,669
Henderson	23.7	.0095	34.8	8.5	16.0	20.9	28.8	9.2	101,488	19,285	5,480	11,892	4,067	25,557	3,923
Henry	29.6	.0119	38.1	8.2	14.2	19.6	34.8	11.7	154,029	31,880	10,044	16,778	6,348	35,778	7,269
Hickman	17.0	.0068	34.2	10.9	15.8	21.4	27.3	6.1	33,630	9,710	1,733	869	1,415	5,439	1,856
Houston	7.2	.0029	35.7	8.1	15.2	20.8	30.1	2.4	14,684	6,013	1,009	313	231	2,064	2,142
Humphreys	16.3	.0065	34.5	8.1	15.8	22.0	27.2	6.3	69,944	20,310	5,159	10,569	1,906	10,398	3,185
Jackson	9.6	.0038	36.7	8.0	14.8	21.5	31.2	3.3	37,985	16,200	1,754	525	897	2,673	2,529
Johnson	14.4	.0057	35.0	8.1	15.8	22.3	27.6	5.5	36,204	11,697	1,660	1,737	870	5,514	3,197
Lake	7.5	.0030	37.9	8.6	13.3	17.6	36.0	2.5	13,912	6,225	1,055	237	92	1,964	945
Lauderdale	26.0	.0104	33.6	9.2	15.4	19.2	28.6	9.4	75,652	17,612	5,115	11,688	3,066	14,982	5,726
Lawrence	36.4	.0145	34.8	9.0	14.4	21.6	28.1	13.5	173,061	41,206	8,289	19,150	14,108	46,963	7,722
Lewis	11.0	.0044	31.8	8.5	17.6	19.4	25.0	3.7	26,760	9,209	1,793	2,436	847	5,420	1,593
Lincoln	28.1	.0113	36.7	8.6	14.0	22.4	30.4	10.8	124,532	26,319	9,257	9,714	4,588	36,251	6,394
Loudon	31.3	.0125	36.0	8.2	16.2	22.6	29.0	12.3	142,908	29,710	10,257	9,056	5,526	57,142	6,531
McMinn	43.9	.0176	34.6	9.0	15.8	22.2	27.1	16.3	216,869	50,273	18,227	23,584	8,334	42,000	11,663
McNairy	24.7	.0099	36.3	7.9	14.7	22.4	29.9	9.7	76,412	19,371	3,793	9,003	3,823	15,314	3,621
Macon	16.6	.0066	35.2	8.3	15.9	21.6	28.7	6.3	50,942	15,084	2,740	7,669	1,422	5,709	3,564



Dominant Reach

Every day in the Memphis area The Commercial Appeal reaches more people who are better educated and have more money to spend than any other advertising medium.

Prime demographic groups targeted by average Sunday readership:

- 81% of the adults who have household incomes of $25K+
- 85% of the adults who have household incomes of $50K+
- 83% of the adults who attended college or graduated from college

The perfect advertising vehicle for reaching these prime prospects.

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Represented nationally by Sawyer-Ferguson-Walker with advertising offices in New York, Chicago, Los Angeles, Atlanta, Boston, Charlotte, Dallas, Detroit, Miami, Minneapolis, Philadelphia and San Francisco.

SOURCE: 1990 Belden CMS

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
Marshall	21.6	.0086	36.7	8.0	14.9	20.6	31.9	8.3
Maury	55.7	.0223	34.7	9.2	15.9	21.3	28.2	21.4
Meigs	8.4	.0034	32.8	8.4	17.2	22.9	23.3	2.9
Monroe	31.2	.0124	33.5	9.3	15.8	22.0	25.5	11.3
Moore	4.9	.0019	34.6	8.7	14.6	22.5	27.0	1.7
Morgan	17.3	.0070	32.5	9.4	18.5	21.9	23.6	5.8
Obion	33.5	.0134	35.6	8.0	15.5	21.0	30.0	13.0
Overton	18.8	.0075	35.5	8.0	15.3	22.3	28.6	6.8
Perry	6.5	.0026	37.1	7.7	14.5	21.7	31.5	2.6
Pickett	4.4	.0017	36.2	8.0	15.3	21.4	30.4	1.6
Polk	13.7	.0055	33.9	8.1	15.7	22.6	25.7	4.9
Putnam	52.7	.0211	32.1	16.0	16.3	20.3	25.0	19.9
Rhea	25.9	.0104	32.5	10.4	16.4	20.9	24.9	9.5
Roane	50.7	.0203	35.0	8.0	16.1	23.2	26.9	18.9
Scott	20.9	.0084	31.2	9.1	16.2	20.1	23.7	7.3
Smith	15.1	.0060	35.8	8.8	15.5	20.6	30.7	5.7
Stewart	9.7	.0039	38.0	7.6	14.1	21.9	32.7	3.8
Trousdale	6.4	.0025	34.6	8.9	17.7	20.2	29.1	2.7
Van Buren	4.6	.0018	32.1	8.8	18.2	21.1	23.6	1.5
Warren	34.9	.0140	34.5	8.8	16.1	21.5	27.8	13.3
Wayne	14.5	.0058	34.3	8.8	15.1	21.6	27.3	5.4
Weakley	33.5	.0134	34.3	15.2	14.0	18.5	30.5	12.4
White	21.2	.0085	36.1	7.9	15.5	21.5	30.2	8.1
TOTAL METRO COUNTIES	**3,325.9**	**1.3318**	**32.6**	**11.1**	**18.0**	**21.3**	**24.4**	**1,268.8**
TOTAL STATE	**4,967.2**	**1.9882**	**33.2**	**10.5**	**17.1**	**21.3**	**25.6**	**1,881.6**

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
Marshall	108,910	29,426	4,456	9,391	3,791	36,654	5,776
Maury	342,185	63,707	27,701	44,510	13,001	80,349	11,966
Meigs	11,014	4,186	1,156	220	570	1,690	971
Monroe	130,375	33,876	11,184	16,644	3,720	24,488	6,017
Moore	3,980	1,873	192	144	61	643	163
Morgan	24,051	8,465	996	411	316	8,460	1,657
Obion	184,069	31,682	13,859	20,468	3,372	55,889	6,349
Overton	42,735	14,879	2,914	3,536	3,132	5,896	2,046
Perry	16,053	7,187	1,291	235	762	1,128	1,869
Pickett	10,470	3,386	652	189	279	2,494	389
Polk	29,930	11,848	2,657	2,821	619	4,939	1,720
Putnam	374,749	80,649	31,097	56,771	12,805	81,789	10,498
Rhea	99,045	31,987	6,734	8,726	2,135	24,998	5,660
Roane	204,983	54,703	13,677	22,322	6,144	63,320	12,222
Scott	55,666	14,682	5,491	10,492	1,083	8,663	4,672
Smith	69,138	13,697	3,156	9,527	9,321	11,703	3,437
Stewart	23,474	10,118	2,000	1,298	1,680	2,077	398
Trousdale	23,792	8,579	310	181	496	978	1,311
Van Buren	2,998	668	257	48	177	539	22
Warren	167,467	43,188	12,082	23,117	7,432	31,821	8,081
Wayne	41,265	15,432	1,106	2,022	565	5,912	2,491
Weakley	126,178	26,381	10,679	13,572	6,980	22,815	6,411
White	104,731	20,356	5,386	11,048	1,883	44,398	3,817
TOTAL METRO COUNTIES	**23,715,338**	**3,949,581**	**2,209,309**	**3,186,338**	**1,275,785**	**6,422,745**	**848,462**
TOTAL STATE	**30,908,979**	**5,645,377**	**2,723,543**	**3,999,162**	**1,539,682**	**8,174,611**	**1,179,909**

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
CHATTANOOGA	**4,961,557**	**22,573**	**23.5**	**27.6**	**15.4**	**12.2**	**.1595**
Hamilton	3,528,625	23,122	22.9	26.9	15.6	13.7	.1154
• Chattanooga	1,849,631	20,102	24.4	25.2	13.5	11.5	.0720
Marion	226,941	17,821	27.2	27.7	10.3	6.5	.0074
Sequatchie	85,187	18,671	28.2	26.2	12.0	8.6	.0026
Catoosa, Ga.	*427,750*	*24,227*	*22.2*	*30.3*	*18.1*	*10.7*	*.0133*
Dade, Ga.	*103,750*	*19,126*	*25.1*	*31.1*	*11.2*	*5.7*	*.0036*
Walker, Ga.	*589,304*	*22,448*	*24.9*	*29.6*	*15.9*	*9.8*	*.0172*
SUBURBAN TOTAL	3,111,926	24,014	22.9	29.2	16.6	12.7	.0875
CLARKSVILLE–HOPKINSVILLE	**1,624,275**	**20,213**	**29.0**	**27.5**	**13.5**	**9.5**	**.0553**
Montgomery	1,016,045	21,458	27.7	29.8	14.2	9.6	.0348
• Clarksville	871,471	21,096	29.2	30.1	13.5	9.4	.0308
Christian, Ky.	*608,230*	*18,096*	*31.4*	*23.7*	*12.1*	*9.3*	*.0205*
• *Hopkinsville*	*329,203*	*19,553*	*26.6*	*23.5*	*14.4*	*11.2*	*.0128*
SUBURBAN TOTAL	423,601	18,390	30.7	25.3	12.7	8.3	.0117
JACKSON	**881,679**	**22,029**	**22.9**	**24.3**	**16.6**	**13.0**	**.0304**
Madison	881,679	22,029	22.9	24.3	16.6	13.0	.0304
• Jackson	612,354	21,180	23.9	23.6	15.7	13.0	.0240
SUBURBAN TOTAL	269,325	23,937	20.4	26.0	18.8	12.8	.0064
JOHNSON CITY–KINGSPORT–BRISTOL	**4,900,143**	**21,762**	**24.6**	**27.6**	**14.8**	**11.4**	**.1524**
Carter	458,574	17,305	30.7	26.4	10.6	5.7	.0140
Hawkins	494,596	22,473	22.8	27.3	16.7	11.0	.0137
Sullivan	1,766,136	23,787	22.6	28.4	16.5	13.0	.0564
• Bristol	291,072	20,852	26.3	26.1	13.1	12.6	.0116
• Kingsport	453,072	22,290	22.7	25.4	13.8	15.2	.0213

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Unicoi	175,387	21,768	24.5	28.6	15.2	10.4	.0047
Washington	1,001,810	20,464	26.5	28.2	12.7	10.2	.0325
• Johnson City	493,574	17,871	27.2	22.5	10.6	12.1	.0196
Bristol city, Va.	*205,181*	*21,460*	*22.2*	*27.1*	*13.8*	*11.9*	*.0083*
• *Bristol*	*205,181*	*21,460*	*22.2*	*27.1*	*13.8*	*11.9*	*.0083*
Scott, Va.	*275,121*	*23,624*	*22.4*	*24.4*	*15.3*	*17.5*	*.0078*
Washington, Va.	*523,338*	*22,587*	*24.9*	*27.9*	*15.8*	*12.0*	*.0150*
SUBURBAN TOTAL	3,457,244	22,310	24.5	28.8	15.6	10.7	.0916
KNOXVILLE	**7,175,505**	**22,187**	**23.8**	**26.1**	**14.4**	**13.8**	**.2359**
Anderson	963,485	26,506	20.1	25.7	16.2	20.2	.0276
• Oak Ridge	490,788	32,216	17.8	22.4	16.1	30.2	.0142
Blount	925,192	21,348	25.0	27.2	15.4	10.1	.0327
Grainger	134,041	15,833	31.3	26.0	7.1	4.4	.0041
Jefferson	362,268	22,195	25.1	28.6	14.1	11.9	.0107
Knox	4,201,512	22,924	22.9	25.3	14.8	15.3	.1395
• Knoxville	2,058,872	18,688	25.9	24.6	11.8	10.8	.0844
Sevier	487,663	19,127	28.1	28.6	11.6	7.5	.0184
Union	101,344	16,473	28.9	27.9	8.3	4.5	.0029
SUBURBAN TOTAL	4,625,845	23,357	23.1	27.3	15.5	14.1	.1373
MEMPHIS	**11,236,370**	**23,015**	**21.6**	**25.1**	**15.6**	**15.0**	**.3648**
Shelby	9,770,087	23,311	21.4	24.9	15.5	15.9	.3164
• Memphis	7,571,339	21,576	22.6	24.7	14.3	14.0	.2533
Tipton	338,130	19,530	24.0	26.5	13.2	9.3	.0101
Crittenden, Ark.	*405,706*	*16,072*	*25.4*	*23.1*	*11.9*	*6.6*	*.0168*
• *West Memphis*	*253,054*	*18,551*	*24.5*	*26.2*	*13.4*	*7.3*	*.0115*
De Soto, Miss.	*722,447*	*27,009*	*20.3*	*29.0*	*21.0*	*12.4*	*.0215*
SUBURBAN TOTAL	3,411,977	28,006	18.7	25.5	19.4	18.5	.1000

TENN. (cont.)

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
NASHVILLE	**13,179,209**	**26,921**	**20.4**	**26.4**	**17.8**	**18.8**	**.4152**
Cheatham	294,146	24,048	24.0	31.5	16.6	11.1	.0078
Davidson	7,258,111	26,167	21.1	26.5	16.9	18.6	.2409
• Nashville-Davidson	6,715,903	25,787	21.4	26.7	17.8	17.7	.2252
Dickson	393,357	23,162	22.7	27.7	17.4	11.4	.0125
Robertson	483,257	25,028	21.0	27.1	18.3	14.4	.0142
Rutherford	1,458,059	27,678	19.7	26.3	19.7	19.0	.0439
• Murfreesboro	632,412	24,573	21.9	24.2	16.5	18.6	.0234
Sumner	1,219,118	27,096	19.7	28.1	19.1	16.7	.0357
Williamson	1,204,434	34,713	16.3	22.5	18.7	30.8	.0354
Wilson	868,727	28,914	17.9	26.8	20.0	18.6	.0248
SUBURBAN TOTAL	5,830,894	28,579	19.0	26.6	18.9	20.1	.1666
OTHER COUNTIES							
Bedford	345,925	22,910	22.3	30.0	14.7	11.3	.0100
Benton	149,362	17,815	27.3	26.0	13.3	5.9	.0044
Bledsoe	85,086	16,648	26.7	23.8	11.3	6.6	.0025
Bradley	803,908	22,380	25.1	28.8	15.6	10.9	.0261
Campbell	288,432	15,200	29.1	24.6	8.8	4.4	.0100
Cannon	89,983	16,068	31.2	26.3	8.1	4.8	.0026
Carroll	258,422	17,601	26.8	27.5	10.9	6.3	.0082
Chester	123,281	17,670	22.5	26.4	12.0	7.2	.0037
Claiborne	204,029	14,147	31.2	20.2	8.8	5.3	.0063
Clay	69,974	15,920	29.7	24.1	9.1	6.1	.0020
Cocke	249,256	16,545	27.6	24.7	10.4	5.5	.0086
Coffee	490,260	22,882	24.1	27.3	14.5	14.1	.0155
Crockett	115,630	16,503	27.7	25.5	9.7	5.5	.0041
Cumberland	323,859	18,857	28.6	27.0	11.9	8.0	.0109
Decatur	103,582	17,537	26.6	25.1	11.5	7.3	.0033
De Kalb	133,050	15,875	28.3	26.3	8.2	4.7	.0041
Dyer	372,867	19,747	26.6	25.3	13.0	11.0	.0136
Fayette	200,307	16,703	25.7	24.1	10.4	7.9	.0061
Fentress	96,155	12,170	32.0	19.4	5.6	2.5	.0035
Franklin	353,491	21,528	24.4	27.8	14.8	10.8	.0105
Gibson	520,676	20,725	23.7	26.8	14.6	10.2	.0158
Giles	262,926	21,558	23.8	28.2	13.6	11.7	.0080
Greene	632,691	22,783	23.2	27.9	16.2	11.4	.0188
Grundy	122,924	17,129	28.9	24.7	10.9	6.3	.0038
Hamblen	554,574	21,061	26.7	29.1	14.3	9.3	.0188
Hancock	40,006	12,257	29.8	19.8	4.5	4.3	.0013
Hardeman	217,755	18,665	25.4	25.9	12.8	8.0	.0072
Hardin	185,227	16,585	28.0	26.3	9.8	5.1	.0065
Haywood	164,075	15,415	28.3	23.1	8.6	7.6	.0055

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Henderson	240,648	20,807	24.2	30.1	12.6	9.3	.0073
Henry	280,595	17,955	29.0	25.6	11.5	7.2	.0093
Hickman	154,383	20,289	25.7	30.3	12.7	7.7	.0044
Houston	57,460	17,945	26.3	25.6	10.7	9.2	.0017
Humphreys	157,524	21,473	20.9	30.3	15.5	7.3	.0049
Jackson	82,179	17,554	25.9	22.0	13.3	8.8	.0026
Johnson	113,366	16,340	29.9	28.1	7.4	3.9	.0034
Lake	54,535	14,900	28.8	23.8	7.3	6.5	.0018
Lauderdale	229,199	18,508	24.0	26.8	11.3	8.1	.0069
Lawrence	377,058	21,980	23.2	28.4	15.5	10.8	.0116
Lewis	89,689	17,126	30.7	27.5	9.5	6.0	.0028
Lincoln	265,775	18,762	28.5	26.3	11.8	8.4	.0084
Loudon	413,315	25,720	21.8	24.5	17.1	18.6	.0112
McMinn	463,948	22,106	23.5	26.6	15.9	11.2	.0144
McNairy	215,231	17,051	27.2	27.4	9.5	5.9	.0065
Macon	154,800	18,652	26.3	30.3	10.0	6.1	.0047
Marshall	256,218	23,148	23.4	27.9	16.2	11.9	.0075
Maury	629,012	23,186	21.3	28.6	16.1	11.9	.0201
Meigs	76,441	20,784	26.1	27.6	14.5	9.9	.0020
Monroe	299,885	19,796	26.8	27.9	12.6	9.1	.0092
Moore	52,981	25,900	22.2	28.3	18.6	13.8	.0013
Morgan	148,200	17,891	28.5	25.3	12.8	6.7	.0040
Obion	392,797	22,640	23.6	25.6	16.6	12.5	.0119
Overton	138,606	14,897	28.6	23.7	8.3	4.8	.0043
Perry	58,891	17,699	31.0	27.4	11.1	4.9	.0017
Pickett	33,112	16,020	34.3	24.6	7.6	4.9	.0011
Polk	95,188	15,619	29.7	27.4	7.9	2.5	.0031
Putnam	524,865	18,944	27.4	25.9	12.6	8.9	.0186
Rhea	255,070	20,676	24.2	26.3	14.0	11.2	.0078
Roane	545,731	22,616	23.0	27.2	15.5	12.4	.0158
Scott	150,028	13,421	30.7	20.9	6.8	4.1	.0049
Smith	148,034	20,894	24.8	30.0	13.5	8.5	.0047
Stewart	91,200	18,988	25.0	28.0	13.1	6.5	.0025
Trousdale	75,788	22,814	24.2	30.4	16.2	9.6	.0022
Van Buren	37,781	18,549	32.4	27.6	10.7	6.9	.0011
Warren	352,433	20,434	25.9	28.9	12.7	9.5	.0110
Wayne	133,173	20,068	23.7	30.5	12.2	7.4	.0040
Weakley	306,908	17,770	29.4	26.1	11.6	6.8	.0095
White	186,866	17,239	30.0	27.3	10.6	5.4	.0063
TOTAL METRO COUNTIES	**40,097,911**	**23,666**	**22.4**	**26.2**	**15.9**	**15.2**	**1.2895**
TOTAL STATE	**55,994,537**	**22,168**	**23.5**	**26.5**	**14.8**	**13.2**	**1.7877**

Texas

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group				Households (Thousands)
				18-24 Years	25-34 Years	35-49 Years	50 & Over	
ABILENE	**123.3**	**.0493**	**31.0**	**14.4**	**16.7**	**19.5**	**23.7**	**45.0**
Taylor	123.3	.0493	31.0	14.4	16.7	19.5	23.7	45.0
• Abilene	114.0	.0456	30.5	15.1	17.1	19.1	23.2	41.0
SUBURBAN TOTAL	9.3	.0037	37.7	5.5	12.8	24.8	30.1	4.0
AMARILLO	**196.8**	**.0787**	**31.8**	**11.4**	**17.9**	**21.0**	**23.3**	**75.6**
Potter	102.2	.0409	32.2	11.4	16.8	18.6	26.7	40.3
• Amarillo	160.7	.0643	32.0	10.7	18.2	20.2	24.3	63.2
Randall	94.6	.0378	31.4	11.5	19.1	23.5	19.7	35.3
SUBURBAN TOTAL	36.1	.0144	30.9	14.6	16.9	24.1	19.0	12.4

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
ABILENE	**808,795**	**118,271**	**82,004**	**118,638**	**39,265**	**193,332**	**18,605**
Taylor	808,795	118,271	82,004	118,638	39,265	193,332	18,605
• Abilene	754,544	112,373	72,432	118,222	38,027	187,975	15,651
SUBURBAN TOTAL	54,251	5,898	9,572	416	1,238	5,357	2,954
AMARILLO	**1,750,803**	**338,123**	**163,121**	**247,622**	**77,181**	**423,757**	**32,230**
Potter	1,027,521	207,284	104,957	160,715	42,223	190,352	19,834
• Amarillo	1,574,729	305,981	148,955	236,063	66,933	364,705	29,065
Randall	723,282	130,839	58,164	86,907	34,958	233,405	12,396
SUBURBAN TOTAL	176,074	32,142	14,166	11,559	10,248	59,052	3,165

TEXAS (cont.)

POPULATION—12/31/89

RETAIL SALES BY STORE GROUP—1989

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
AUSTIN	**750.3**	**.3003**	**29.5**	**15.5**	**21.7**	**19.6**	**18.5**	**291.0**	**5,978,684**	**1,511,946**	**711,528**	**692,265**	**297,850**	**1,194,366**	**145,970**
Hays	62.4	.0250	26.1	24.9	15.6	16.9	19.2	20.7	339,766	83,341	40,885	22,531	7,171	76,773	6,186
Travis	560.4	.2243	29.4	16.1	23.2	19.2	17.9	227.4	4,993,370	1,215,206	613,561	604,018	277,531	981,901	124,824
• Austin	487.7	.1952	28.9	17.8	23.9	17.7	17.7	203.8	4,853,640	1,171,718	590,858	591,576	273,638	976,759	120,482
Williamson	127.5	.0510	31.4	8.1	19.1	22.4	20.7	42.9	645,548	213,399	57,082	65,716	13,148	135,692	14,960
SUBURBAN TOTAL	262.6	.1051	31.1	11.1	17.7	23.2	19.9	87.2	1,125,044	340,228	120,670	100,689	24,212	217,607	25,488
BEAUMONT–PORT ARTHUR	**367.0**	**.1468**	**32.6**	**10.3**	**16.7**	**20.6**	**25.4**	**133.3**	**2,382,585**	**464,087**	**209,197**	**347,985**	**86,522**	**603,120**	**70,132**
Hardin	41.8	.0167	32.7	8.6	16.0	22.2	24.1	14.3	172,391	40,629	9,498	24,818	1,511	60,081	4,639
Jefferson	243.4	.0974	33.0	10.9	16.6	19.6	27.1	90.5	1,821,979	325,385	169,721	269,110	75,082	468,928	53,191
• Beaumont	115.6	.0463	32.2	11.3	17.8	18.9	26.2	43.5	1,113,487	170,450	111,137	180,423	54,781	278,302	27,783
• Port Arthur	60.6	.0243	34.0	10.4	14.8	17.3	31.3	22.8	397,324	82,134	30,616	48,675	14,401	114,055	12,637
Orange	81.8	.0327	31.4	9.7	16.8	22.8	21.1	28.5	388,215	98,073	29,978	54,057	9,929	74,111	12,282
SUBURBAN TOTAL	190.8	.0762	32.4	9.7	16.5	22.7	23.0	67.0	871,774	211,503	67,444	118,887	17,340	210,763	29,712
BRAZORIA	**190.2**	**.0761**	**30.1**	**11.5**	**20.0**	**22.8**	**17.3**	**62.7**	**997,397**	**269,581**	**75,368**	**144,147**	**27,494**	**251,850**	**27,344**
Brazoria	190.2	.0761	30.1	11.5	20.0	22.8	17.3	62.7	997,397	269,581	75,368	144,147	27,494	251,850	27,344
SUBURBAN TOTAL	190.2	.0761	30.1	11.5	20.0	22.8	17.3	62.7	997,397	269,581	75,368	144,147	27,494	251,850	27,344
BROWNSVILLE–HARLINGEN	**266.6**	**.1067**	**28.4**	**9.3**	**15.7**	**18.1**	**21.6**	**77.8**	**1,214,717**	**301,197**	**120,751**	**179,228**	**47,118**	**237,857**	**27,861**
Cameron	266.6	.1067	28.4	9.3	15.7	18.1	21.6	77.8	1,214,717	301,197	120,751	179,228	47,118	237,857	27,861
• Brownsville	107.0	.0428	27.5	9.8	15.8	18.5	19.6	30.3	566,034	149,105	46,075	99,754	23,966	95,451	11,396
• Harlingen	57.3	.0229	30.0	9.4	16.2	17.4	24.4	18.1	428,523	89,475	44,361	70,424	15,186	94,666	8,092
SUBURBAN TOTAL	102.3	.0410	28.6	8.8	14.9	18.1	22.3	29.4	220,160	62,617	30,315	9,050	7,966	47,740	8,373
BRYAN–COLLEGE STATION	**124.6**	**.0499**	**24.6**	**30.3**	**17.3**	**15.0**	**16.0**	**45.7**	**718,975**	**171,009**	**83,871**	**113,427**	**25,736**	**137,353**	**11,785**
Brazos	124.6	.0499	24.6	30.3	17.3	15.0	16.0	45.7	718,975	171,009	83,871	113,427	25,736	137,353	11,785
• Bryan	64.5	.0258	29.5	15.0	18.5	17.7	22.1	24.9	390,288	97,935	37,439	39,222	11,607	116,297	8,849
• College Station	49.0	.0196	22.8	53.5	15.3	10.2	7.5	16.7	322,753	72,041	45,675	72,896	13,671	20,666	2,892
SUBURBAN TOTAL	11.1	.0045	29.0	17.3	19.3	20.9	17.5	4.1	5,934	1,033	757	1,309	458	390	44
CORPUS CHRISTI	**361.1**	**.1445**	**29.9**	**10.5**	**17.8**	**19.8**	**21.2**	**121.0**	**2,115,255**	**504,907**	**234,974**	**290,742**	**78,307**	**510,250**	**42,999**
Nueces	300.4	.1202	30.0	10.7	17.9	19.6	21.4	101.9	1,891,549	432,714	220,146	266,712	75,452	455,351	36,288
• Corpus Christi	269.8	.1080	30.1	10.8	18.5	19.6	21.3	92.9	1,781,878	391,380	208,537	256,402	74,611	436,197	35,169
San Patricio	60.7	.0243	29.7	9.2	16.3	20.6	20.8	19.1	223,706	72,193	14,828	24,030	2,855	54,899	6,711
SUBURBAN TOTAL	91.3	.0365	29.4	9.4	15.4	20.4	21.1	28.1	333,377	113,527	26,437	34,340	3,696	74,053	7,850
DALLAS	**2,481.9**	**.9934**	**31.2**	**10.8**	**20.2**	**22.7**	**19.6**	**946.4**	**22,446,720**	**4,388,636**	**2,415,537**	**2,836,055**	**1,051,574**	**5,478,974**	**319,304**
Collin	229.7	.0919	30.7	7.3	19.9	26.5	15.0	76.5	1,953,187	420,209	153,064	282,505	97,331	532,061	45,849
Plano	117.1	.0469	29.4	6.5	23.3	28.9	8.1	37.3	1,393,957	284,882	101,919	246,619	64,745	372,323	27,733
Dallas	1,855.3	.7426	31.2	11.1	20.5	22.3	20.0	730.1	17,904,279	3,318,576	2,060,353	2,282,330	894,139	4,232,446	410,921
Carrollton	59.9	.0240	30.2	8.4	25.5	26.8	11.0	22.4	685,767	157,529	61,599	108,507	21,905	147,370	21,199
• Dallas	1,004.3	.4020	31.7	11.9	20.5	20.2	23.0	419.7	10,087,699	1,722,900	1,251,833	1,334,811	514,170	2,254,792	222,555
Garland	180.5	.0722	29.6	8.9	23.2	24.3	13.1	63.5	1,053,001	320,575	102,877	51,026	63,389	219,818	28,638
Grand Prairie	99.7	.0399	29.7	9.9	20.8	22.1	17.0	35.2	556,681	161,713	46,099	67,834	10,759	142,291	20,235
• Irving	135.8	.0544	30.4	12.7	20.3	24.8	15.9	52.7	1,630,290	277,557	141,184	189,788	41,075	667,286	28,334
Mesquite	92.1	.0369	29.7	10.3	19.4	26.1	13.6	31.0	1,072,392	162,023	85,424	268,344	46,065	190,764	13,836
Richardson	79.4	.0318	32.3	7.0	19.6	30.2	14.5	28.1	982,117	169,142	76,409	117,239	60,559	247,179	19,611
Denton	229.0	.0917	29.7	12.9	22.5	22.3	15.7	82.0	1,641,834	413,874	129,848	176,416	37,869	486,584	26,722
• Denton	58.1	.0233	28.3	23.7	20.1	17.7	18.8	22.0	671,557	144,869	58,001	114,630	17,959	154,572	12,348
Ellis	83.6	.0335	33.6	8.8	15.1	21.6	26.3	28.4	437,768	118,934	38,712	40,490	11,532	101,513	20,175
Kaufman	56.4	.0226	35.3	8.3	14.5	22.0	28.7	19.4	353,452	90,323	23,874	38,715	7,338	91,366	10,252
Rockwall	27.9	.0111	33.9	7.0	17.0	27.2	20.9	10.0	156,200	26,720	9,686	15,599	3,365	35,004	5,385
SUBURBAN TOTAL	1,283.7	.5137	31.0	9.1	20.0	24.6	17.4	452.0	10,057,174	2,243,310	964,519	1,196,826	478,370	2,402,324	256,067
DALLAS–FORT WORTH CONSOLIDATED AREA	***3,776.0***	***1.5114***	***31.5***	***10.8***	***19.6***	***22.6***	***20.5***	***1,431.0***	***32,980,531***	***6,644,478***	***3,509,165***	***4,160,940***	***1,545,192***	***8,041,135***	***793,734***
EL PASO	**592.4**	**.2371**	**28.2**	**12.2**	**17.1**	**19.9**	**18.4**	**179.6**	**3,421,086**	**745,236**	**326,125**	**500,614**	**197,938**	**736,194**	**70,194**
El Paso	592.4	.2371	28.2	12.2	17.1	19.9	18.4	179.6	3,421,086	745,236	326,125	500,614	197,938	736,194	70,194
• El Paso	513.1	.2054	28.8	11.4	17.0	20.3	19.2	160.8	3,313,332	711,783	310,287	493,143	195,245	728,956	69,457
SUBURBAN TOTAL	79.3	.0317	24.5	17.0	18.2	17.8	12.8	18.8	107,754	33,453	15,838	7,471	2,693	7,238	737

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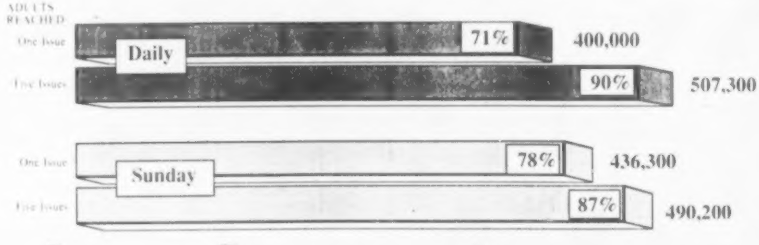

Austin American-Statesman

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SOURCE: 1988 Austin Market Study, conducted by Belden Associates

TEXAS (cont.)

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
FORT WORTH–ARLINGTON	**1,294.1**	**.5180**	**32.0**	**10.8**	**18.6**	**22.3**	**22.1**	**484.6**
Johnson	97.9	.0392	33.9	8.7	15.7	22.9	25.4	34.2
Parker	65.0	.0260	35.5	8.4	14.8	24.0	26.9	23.6
Tarrant	1,131.2	.4528	31.7	11.1	19.1	22.2	21.5	426.8
• Arlington	264.0	.1057	29.6	13.1	23.5	23.2	14.2	101.2
• Fort Worth	441.5	.1767	32.6	11.6	17.9	18.9	26.8	173.1
SUBURBAN TOTAL	588.6	.2356	33.1	9.1	17.0	24.5	22.2	210.3
GALVESTON–TEXAS CITY	**216.0**	**.0865**	**32.4**	**10.1**	**17.5**	**21.4**	**24.0**	**79.7**
Galveston	216.0	.0865	32.4	10.1	17.5	21.4	24.0	79.7
• Galveston	59.7	.0239	33.3	11.7	17.9	17.9	29.0	24.2
• Texas City	41.9	.0168	31.9	9.8	17.0	21.1	23.7	14.8
SUBURBAN TOTAL	114.4	.0458	32.0	9.3	17.5	23.4	21.4	40.7
HOUSTON	**3,244.6**	**1.2987**	**30.1**	**11.0**	**21.7**	**22.2**	**17.3**	**1,206.2**
Fort Bend	205.5	.0823	29.2	8.4	23.8	22.5	13.7	66.1
Harris	2,784.0	1.1143	30.1	11.4	22.0	22.0	17.3	1,054.8
• Baytown	63.7	.0255	29.9	11.3	19.3	19.5	20.6	23.4
• Houston	1,728.6	.6919	30.3	12.4	21.8	21.0	18.8	677.3
Pasadena	116.8	.0467	28.8	13.2	20.1	21.1	16.5	42.2
Liberty	53.3	.0213	32.9	8.7	16.0	21.0	25.7	18.8
Montgomery	178.1	.0713	31.6	8.0	17.6	25.6	18.4	59.4
Waller	23.7	.0095	28.6	21.1	13.7	17.7	23.5	7.1
SUBURBAN TOTAL	1,452.3	.5813	29.9	9.4	21.4	23.8	15.4	505.5
HOUSTON–GALVESTON–BRAZORIA CONSOLIDATED AREA	***3,650.8***	***1.4613***	***30.3***	***11.0***	***21.3***	***22.2***	***17.7***	***1,348.6***
KILLEEN–TEMPLE	**249.4**	**.0998**	**27.0**	**19.1**	**18.7**	**17.9**	**17.1**	**83.0**
Bell	184.7	.0739	28.0	16.5	18.7	18.3	18.7	65.9
• Killeen	66.9	.0268	24.6	21.5	19.8	17.8	11.3	25.7
• Temple	48.6	.0195	34.3	9.4	16.8	18.7	30.2	19.6
Coryell	64.7	.0259	24.5	26.5	18.7	16.9	12.5	17.1
SUBURBAN TOTAL	133.9	.0535	25.9	21.5	18.6	17.7	15.3	37.7
LAREDO	**126.3**	**.0505**	**26.9**	**10.4**	**15.5**	**18.0**	**19.5**	**34.2**
Webb	126.3	.0505	26.9	10.4	15.5	18.0	19.5	34.2
• Laredo	122.9	.0492	26.8	10.6	15.4	17.6	19.8	33.6
SUBURBAN TOTAL	3.4	.0013	29.4	5.7	19.9	30.9	8.0	.6
LONGVIEW–MARSHALL	**169.0**	**.0676**	**32.9**	**10.4**	**16.2**	**20.3**	**26.3**	**62.1**
Gregg	111.7	.0447	32.5	10.9	17.2	20.5	25.1	41.8
• Longview	73.5	.0294	32.2	11.4	17.7	20.5	24.6	27.7
Harrison	57.3	.0229	33.8	9.4	14.7	19.8	28.5	20.3
• Marshall	23.6	.0094	34.4	10.4	14.3	16.9	32.2	8.7
SUBURBAN TOTAL	71.9	.0288	33.2	9.4	15.4	21.2	26.0	25.7
LUBBOCK	**225.4**	**.0902**	**28.6**	**16.8**	**18.2**	**18.9**	**19.4**	**81.4**
Lubbock	225.4	.0902	28.6	16.8	18.2	18.9	19.4	81.4
• Lubbock	187.9	.0752	28.3	18.2	18.7	18.2	19.2	69.3
SUBURBAN TOTAL	37.5	.0150	30.7	10.0	15.8	22.5	20.6	12.1
McALLEN–EDINBURG–MISSION	**384.8**	**.1541**	**27.5**	**9.6**	**15.6**	**17.5**	**20.9**	**107.3**
Hidalgo	384.8	.1541	27.5	9.6	15.6	17.5	20.9	107.3
• Edinburg	33.0	.0132	27.4	12.5	16.4	16.9	20.7	9.7
• McAllen	88.5	.0354	29.3	9.0	16.9	19.0	21.4	27.0
• Mission	33.3	.0133	29.9	9.5	14.3	16.4	26.2	9.8
• Pharr	32.9	.0132	26.6	9.6	14.6	17.9	19.9	8.8
SUBURBAN TOTAL	197.1	.0790	26.4	9.5	15.4	17.0	19.8	52.0
MIDLAND	**110.1**	**.0441**	**31.3**	**10.5**	**18.6**	**21.3**	**21.9**	**40.8**
Midland	110.1	.0441	31.3	10.5	18.6	21.3	21.9	40.8

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
FORT WORTH–ARLINGTON	**10,533,811**	**2,255,842**	**1,093,628**	**1,324,885**	**493,618**	**2,562,161**	**274,430**
Johnson	528,022	135,078	51,138	52,212	15,907	137,982	16,918
Parker	381,797	107,839	27,756	21,679	5,885	116,740	13,130
Tarrant	9,623,992	2,012,925	1,014,734	1,250,994	471,826	2,307,439	244,382
• Arlington	2,442,442	485,477	259,649	285,065	112,548	774,344	39,521
• Fort Worth	3,777,406	641,928	435,527	423,950	204,501	1,023,575	102,991
SUBURBAN TOTAL	4,313,963	1,128,437	398,452	615,870	176,569	764,242	131,918
GALVESTON–TEXAS CITY	**1,370,148**	**415,503**	**132,985**	**171,285**	**38,020**	**274,694**	**40,551**
Galveston	1,370,148	415,503	132,985	171,285	38,020	274,694	40,551
• Galveston	402,427	126,075	55,264	36,465	15,063	57,277	11,971
• Texas City	264,063	70,725	19,977	27,925	7,978	80,801	8,575
SUBURBAN TOTAL	703,658	218,703	57,744	106,895	14,979	136,616	20,005
HOUSTON	**22,089,830**	**4,628,586**	**2,193,458**	**2,848,831**	**1,116,009**	**5,574,302**	**588,686**
Fort Bend	869,860	251,335	60,088	80,781	22,162	240,012	22,909
Harris	20,027,343	4,080,471	2,040,125	2,663,256	1,073,426	4,936,640	534,209
• Baytown	490,003	109,054	45,182	66,706	2,569	153,825	12,139
• Houston	14,719,422	2,800,370	1,574,271	1,833,407	862,970	3,817,982	369,767
Pasadena	630,637	166,517	63,565	139,947	28,368	73,254	26,434
Liberty	234,345	71,746	21,412	23,460	3,314	59,555	8,[illegible]73
Montgomery	774,674	201,074	63,314	70,233	15,013	232,392	20,259
Waller	183,608	23,960	8,519	11,101	2,094	105,703	2,736
SUBURBAN TOTAL	6,880,405	1,719,162	574,005	948,718	250,470	1,602,495	206,780
HOUSTON–GALVESTON–BRAZORIA CONSOLIDATED AREA	***24,457,375***	***5,313,670***	***2,401,811***	***3,164,263***	***1,181,523***	***6,100,846***	***656,581***
KILLEEN–TEMPLE	**1,292,064**	**308,461**	**130,915**	**199,122**	**62,253**	**281,409**	**25,880**
Bell	1,146,037	258,908	116,216	172,191	55,408	260,465	21,881
• Killeen	546,981	100,803	55,207	87,622	36,465	140,821	4,616
• Temple	456,635	95,854	42,431	82,489	16,671	109,545	10,133
Coryell	146,027	49,553	14,699	26,931	6,845	20,944	3,999
SUBURBAN TOTAL	288,448	111,804	33,277	29,011	9,117	31,043	11,131
LAREDO	**716,974**	**168,651**	**59,305**	**117,409**	**58,406**	**87,583**	**9,718**
Webb	716,974	168,651	59,305	117,409	58,406	87,583	9,718
• Laredo	710,601	167,487	58,944	117,319	57,678	86,026	9,707
SUBURBAN TOTAL	6,373	1,164	361	90	728	1,557	11
LONGVIEW–MARSHALL	**1,228,301**	**252,980**	**101,504**	**138,184**	**61,313**	**328,055**	**38,892**
Gregg	986,098	201,836	83,693	111,826	47,532	262,933	30,737
• Longview	733,612	153,563	67,142	95,424	43,495	171,426	22,520
Harrison	242,203	51,144	17,811	26,358	13,781	65,122	8,155
• Marshall	196,820	41,990	12,482	23,116	10,799	60,239	7,453
SUBURBAN TOTAL	297,869	57,427	21,880	19,644	7,019	96,390	8,919
LUBBOCK	**1,870,504**	**349,367**	**197,315**	**272,643**	**88,887**	**471,313**	**29,371**
Lubbock	1,870,504	349,367	197,315	272,643	88,887	471,313	29,371
• Lubbock	1,758,758	324,589	190,519	268,114	87,371	428,101	26,136
SUBURBAN TOTAL	111,746	24,778	6,796	4,529	1,516	43,212	3,235
McALLEN–EDINBURG–MISSION	**1,692,552**	**436,946**	**132,478**	**262,569**	**95,648**	**312,872**	**28,861**
Hidalgo	1,692,552	436,946	132,478	262,569	95,648	312,872	28,861
• Edinburg	153,830	50,869	12,910	15,812	5,554	43,356	3,274
• McAllen	834,351	145,410	68,220	128,791	59,833	165,713	13,103
• Mission	134,330	58,982	10,304	18,062	4,706	25,786	2,940
• Pharr	182,293	44,410	11,916	64,448	4,576	14,464	2,800
SUBURBAN TOTAL	387,748	137,275	29,128	35,456	20,979	63,553	6,744
MIDLAND	**739,752**	**181,766**	**68,165**	**111,055**	**25,574**	**150,512**	**20,900**
Midland	739,752	181,766	68,165	111,055	25,574	150,512	20,900

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TEXAS (cont.)

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)
				18-24 Years	25-34 Years	35-49 Years	50 & Over	
• Midland	99.8	.0399	31.5	10.4	19.0	20.8	22.5	37.3
SUBURBAN TOTAL	10.3	.0042	29.8	11.5	17.3	25.8	15.2	3.5
ODESSA	**125.1**	**.0501**	**30.0**	**11.9**	**18.7**	**20.6**	**20.1**	**45.9**
Ector	125.1	.0501	30.0	11.9	18.7	20.6	20.1	45.9
• Odessa	98.3	.0393	30.3	11.9	19.0	20.4	20.7	36.5
SUBURBAN TOTAL	26.8	.0108	28.9	11.9	18.0	21.5	17.6	9.4
SAN ANGELO	**99.7**	**.0399**	**32.4**	**13.0**	**16.5**	**19.3**	**26.4**	**36.9**
Tom Green	99.7	.0399	32.4	13.0	16.5	19.3	26.4	36.9
• San Angelo	89.5	.0358	31.8	13.7	16.7	18.6	26.1	33.4
SUBURBAN TOTAL	10.2	.0041	37.2	6.8	14.5	25.4	28.6	3.5
SAN ANTONIO	**1,321.0**	**.5287**	**30.6**	**11.2**	**17.4**	**20.2**	**22.2**	**454.6**
Bexar	1,206.8	.4830	30.2	11.4	17.7	20.0	21.6	413.3
• San Antonio	1,024.7	.4101	30.4	11.1	17.2	19.1	23.0	354.5
Comal	52.0	.0208	37.0	7.7	14.6	21.6	31.5	19.3
Guadalupe	62.2	.0249	33.4	10.1	15.3	22.1	25.5	22.0
SUBURBAN TOTAL	296.3	.1186	31.2	11.5	18.5	23.8	19.2	100.1
SHERMAN–DENISON	**97.9**	**.0392**	**36.0**	**9.6**	**15.2**	**20.3**	**31.2**	**38.2**
Grayson	97.9	.0392	36.0	9.6	15.2	20.3	31.2	38.2
• Denison	24.3	.0097	35.5	9.3	15.8	19.2	31.5	9.8
• Sherman	32.0	.0128	34.0	11.9	16.7	18.7	29.5	12.7
SUBURBAN TOTAL	41.6	.0167	37.7	7.9	13.9	22.3	32.1	15.7
TEXARKANA	**122.0**	**.0488**	**34.0**	**8.5**	**15.9**	**19.6**	**28.8**	**45.4**
Bowie	82.6	.0331	34.3	8.5	15.9	20.0	28.9	31.0
• Texarkana	33.4	.0134	34.4	9.1	16.0	16.6	32.4	13.3
Miller, Ark.	*39.4*	*.0157*	*33.3*	*8.6*	*15.8*	*18.7*	*28.7*	*14.4*
• Texarkana	*22.7*	*.0091*	*34.8*	*8.7*	*15.4*	*17.4*	*32.2*	*8.6*
SUBURBAN TOTAL	65.9	.0263	33.5	8.2	16.1	21.8	25.8	23.5
TYLER	**153.1**	**.0612**	**33.4**	**10.0**	**16.3**	**20.4**	**27.0**	**56.8**
Smith	153.1	.0612	33.4	10.0	16.3	20.4	27.0	56.8
• Tyler	74.8	.0299	32.9	11.2	16.8	19.1	27.3	28.7
SUBURBAN TOTAL	78.3	.0313	34.0	8.7	16.1	21.6	26.8	28.1
VICTORIA	**75.9**	**.0304**	**30.4**	**10.7**	**17.9**	**20.5**	**21.3**	**26.2**
Victoria	75.9	.0304	30.4	10.7	17.9	20.5	21.3	26.2
• Victoria	56.8	.0227	30.3	11.2	18.1	19.8	21.6	20.0
SUBURBAN TOTAL	19.1	.0077	30.9	9.0	17.4	22.6	20.2	6.2
WACO	**191.8**	**.0768**	**33.0**	**13.6**	**15.0**	**18.4**	**28.6**	**71.1**
McLennan	191.8	.0768	33.0	13.6	15.0	18.4	28.6	71.1
• Waco	106.1	.0425	31.9	17.1	14.9	15.4	30.1	40.5
SUBURBAN TOTAL	85.7	.0343	34.2	9.3	15.3	22.2	26.6	30.6
WICHITA FALLS	**125.9**	**.0504**	**32.2**	**13.4**	**16.9**	**20.2**	**25.1**	**46.5**
Wichita	125.9	.0504	32.2	13.4	16.9	20.2	25.1	46.5
• Wichita Falls	99.0	.0396	31.5	14.5	17.5	19.0	25.0	36.8
SUBURBAN TOTAL	26.9	.0108	35.0	9.5	14.2	24.7	25.4	9.7

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
• Midland	729,129	181,437	67,879	111,033	25,488	150,337	20,881
SUBURBAN TOTAL	10,623	329	286	22	86	175	19
ODESSA	**813,335**	**207,735**	**72,456**	**105,106**	**28,705**	**208,297**	**18,213**
Ector	813,335	207,735	72,456	105,106	28,705	208,297	18,213
• Odessa	684,134	194,527	60,623	56,829	26,934	205,591	14,253
SUBURBAN TOTAL	129,201	13,208	11,833	48,277	1,771	2,706	3,960
SAN ANGELO	**609,876**	**126,512**	**53,560**	**84,421**	**29,365**	**147,262**	**11,707**
Tom Green	609,876	126,512	53,560	84,421	29,365	147,262	11,707
• San Angelo	595,191	126,080	53,072	79,460	29,289	146,392	11,686
SUBURBAN TOTAL	14,685	432	488	4,961	76	870	21
SAN ANTONIO	**8,804,923**	**2,079,091**	**1,066,959**	**968,967**	**393,944**	**2,041,928**	**201,712**
Bexar	8,129,035	1,918,574	1,008,960	920,321	363,595	1,842,226	191,609
• San Antonio	7,239,670	1,745,976	908,976	850,505	320,996	1,576,580	159,547
Comal	375,848	88,971	36,443	25,143	15,573	110,463	5,342
Guadalupe	300,040	71,546	21,556	23,503	14,776	89,239	4,761
SUBURBAN TOTAL	1,565,253	333,115	157,983	118,462	72,948	465,348	42,165
SHERMAN–DENISON	**728,485**	**161,901**	**50,632**	**108,719**	**24,752**	**172,444**	**29,374**
Grayson	728,485	161,901	50,632	108,719	24,752	172,444	29,374
• Denison	187,331	47,501	12,828	19,955	3,125	48,281	10,086
• Sherman	427,140	74,715	32,266	79,805	19,157	95,875	13,576
SUBURBAN TOTAL	114,014	39,685	5,538	8,959	2,470	28,288	5,712
TEXARKANA	**848,732**	**162,429**	**65,948**	**150,940**	**37,892**	**179,768**	**19,870**
Bowie	642,319	89,008	46,604	121,006	33,250	169,817	14,463
• Texarkana	475,782	48,286	35,702	110,662	29,010	135,643	6,765
Miller, Ark.	*206,413*	*73,421*	*19,244*	*29,934*	*4,642*	*9,951*	*5,407*
• Texarkana	*192,708*	*69,837*	*17,691*	*29,367*	*4,070*	*8,947*	*5,293*
SUBURBAN TOTAL	180,242	44,306	12,455	10,911	4,812	35,178	7,812
TYLER	**1,191,934**	**244,144**	**101,419**	**195,604**	**60,410**	**296,276**	**27,611**
Smith	1,191,934	244,144	101,419	195,604	60,410	296,276	27,611
• Tyler	1,056,149	199,790	91,998	190,526	54,826	274,461	23,654
SUBURBAN TOTAL	135,785	44,354	9,421	5,078	5,584	21,815	3,957
VICTORIA	**500,986**	**121,725**	**44,464**	**70,375**	**25,586**	**110,678**	**10,073**
Victoria	500,986	121,725	44,464	70,375	25,586	110,678	10,073
• Victoria	488,124	118,506	42,779	68,837	25,372	109,757	10,041
SUBURBAN TOTAL	12,862	3,219	1,685	1,538	214	921	32
WACO	**1,274,011**	**284,877**	**140,021**	**191,815**	**47,173**	**233,255**	**27,148**
McLennan	1,274,011	284,877	140,021	191,815	47,173	233,255	27,148
• Waco	956,711	187,489	112,560	143,537	39,245	175,816	18,038
SUBURBAN TOTAL	317,300	97,388	27,461	48,278	7,928	57,439	9,110
WICHITA FALLS	**885,133**	**134,597**	**112,303**	**154,886**	**39,923**	**206,998**	**23,595**
Wichita	885,133	134,597	112,303	154,886	39,923	206,998	23,595
• Wichita Falls	760,038	112,122	96,837	124,762	38,883	177,316	17,479
SUBURBAN TOTAL	125,095	22,475	15,466	30,124	1,040	29,682	6,116

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SOURCE: ABC Fas-Fax Report for six-month period ended 3/31/90 and ABC Publishers Statement for six-month period ended 3/31/89 and 3/31/87. Calculations by Light Research Department

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TEXAS (cont.)

POPULATION—12/31/89

S&MM ESTIMATES

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
OTHER COUNTIES															
Anderson	47.9	.0192	32.6	13.7	18.8	16.9	28.7	14.5	218,502	52,697	18,496	26,315	7,440	47,209	10,512
Andrews	15.3	.0061	30.1	10.7	15.8	20.9	21.3	5.0	59,362	17,379	4,160	3,981	1,249	18,196	2,898
Angelina	69.9	.0280	32.1	9.6	16.2	20.3	25.1	24.4	425,068	107,975	30,185	54,743	16,888	104,913	14,466
Aransas	18.2	.0073	37.8	7.7	12.8	19.3	34.6	6.8	95,161	35,353	8,714	9,808	3,089	11,387	1,852
Archer	8.3	.0033	35.6	8.6	14.5	21.5	29.5	3.0	15,333	4,580	1,323	213	354	3,305	469
Armstrong	2.1	.0008	40.5	6.1	12.6	21.1	37.3	.8	4,080	964	696	18	68	810	141
Atascosa	31.1	.0125	32.1	8.6	14.4	19.7	26.1	10.4	121,230	43,900	8,135	15,542	1,690	14,985	1,692
Austin	20.8	.0083	37.6	7.5	13.8	19.2	34.5	7.6	101,043	19,558	6,833	13,591	1,011	24,729	4,174
Bailey	7.9	.0032	32.4	9.3	13.2	20.5	26.0	2.7	26,960	10,455	1,975	1,785	971	4,918	338
Bandera	10.2	.0040	42.4	6.1	11.9	20.8	39.6	4.0	32,747	15,556	2,628	205	329	6,006	17
Bastrop	38.3	.0154	35.5	8.5	14.7	18.7	31.9	13.9	133,559	41,875	9,532	13,245	2,423	37,195	3,086
Baylor	4.5	.0018	43.9	6.3	11.7	18.4	42.9	1.8	19,335	6,565	1,831	845	371	3,903	879
Bee	27.2	.0109	29.6	11.9	16.5	18.6	22.5	8.9	121,988	27,620	10,244	12,833	3,860	35,685	3,285
Blanco	6.2	.0025	41.3	6.8	12.2	19.3	39.6	2.7	12,564	3,891	2,341	295	655	1,357	304
Borden	.9	.0004	35.2	7.7	13.2	22.1	28.0	.3	646	617	4	1	2	7	
Bosque	15.1	.0060	45.6	6.1	11.3	17.0	45.9	6.4	48,090	16,391	2,388	1,419	804	7,577	2,462
Brewster	8.0	.0032	30.8	16.5	15.9	17.3	25.9	3.0	46,113	10,829	5,407	3,539	1,158	11,374	2,334
Briscoe	2.1	.0008	36.6	7.4	13.9	18.3	33.8	1.0	5,126	2,313	318	19	74	604	7
Brooks	9.0	.0036	32.4	9.4	13.4	19.2	27.3	2.7	37,494	13,548	2,813	3,977	1,245	6,159	615
Brown	35.9	.0144	35.7	9.8	14.3	18.5	32.5	13.8	178,319	49,028	17,408	29,284	5,998	27,717	7,169
Burleson	14.8	.0059	38.0	8.4	12.6	18.1	35.7	5.3	36,999	8,770	2,642	6,889	323	10,786	893
Burnet	25.5	.0102	43.1	6.2	11.8	17.6	42.5	10.4	150,412	32,417	13,381	34,685	4,199	23,810	3,167
Caldwell	28.6	.0114	31.6	12.5	14.1	16.8	28.4	9.4	95,519	36,293	7,097	9,264	2,380	16,401	2,208
Calhoun	21.1	.0085	31.6	10.1	15.4	21.8	22.8	7.4	~~79,680~~	~~27~~,953	7,402	4,998	2,939	13,968	2,010
Callahan	13.0	.0052	39.4	7.0	12.8	21.3	35.3	4.8	35,782	12,269	3,058	1,452	450	12,093	1,147
Camp	10.4	.0042	36.1	8.0	14.5	17.9	33.5	4.1	68,500	19,382	3,365	1,233	3,999	14,608	3,077
Carson	6.6	.0026	35.8	7.6	14.3	21.6	29.7	2.4	21,688	7,850	2,050	44	174	3,035	296
Cass	31.0	.0124	35.8	8.0	13.9	20.0	31.2	11.1	141,679	50,108	10,527	10,746	4,977	23,417	3,627
Castro	10.3	.0041	28.1	8.5	15.3	20.1	19.4	3.3	26,891	10,121	1,534	702	365	3,601	1,067
Chambers	21.7	.0087	30.6	9.5	18.4	21.5	20.5	7.5	65,001	23,298	5,885	1,458	452	18,045	1,691
Cherokee	41.1	.0165	37.2	8.6	13.8	19.1	34.0	14.8	193,846	51,694	12,074	17,159	4,675	53,477	6,113
Childress	6.3	.0025	41.3	7.0	12.0	18.6	39.5	2.5	34,741	10,915	3,314	712	1,247	3,404	1,178
Clay	10.1	.0040	39.1	7.9	12.7	21.8	34.5	4.1	27,611	8,305	2,064	197	145	3,467	705
Cochran	5.0	.0020	30.8	9.0	13.1	20.5	24.0	1.6	9,534	1,892	711	17	426	4,302	412
Coke	3.3	.0014	45.7	6.4	10.1	18.9	44.3	1.3	12,053	3,381	474	151	42	6,671	5
Coleman	10.0	.0040	44.2	6.7	10.9	16.5	44.3	4.1	34,828	12,589	2,050	1,508	500	7,199	1,120
Collingsworth	4.2	.0017	39.3	7.3	12.3	16.9	38.1	1.7	11,604	4,323	903	1,403	236	1,226	271
Colorado	19.3	.0077	37.9	8.4	13.4	18.8	35.1	7.2	104,560	30,571	12,142	7,410	1,939	21,207	2,497
Comanche	12.9	.0052	42.5	6.3	11.8	18.8	41.2	5.0	59,954	23,719	3,608	3,072	1,864	12,001	1,270
Concho	2.8	.0011	41.0	6.2	12.8	16.1	41.1	1.1	12,739	1,928	778	983	73	6,393	199
Cooke	31.2	.0125	34.3	9.8	15.1	18.8	30.2	11.6	187,941	46,743	18,735	19,737	4,676	36,258	6,185
Cottle	2.4	.0010	41.2	6.7	11.8	18.3	39.9	1.0	13,937	5,595	676	604	242	2,928	815
Crane	4.4	.0017	30.2	10.0	15.2	20.2	22.6	1.6	17,980	7,472	778	1,253	213	3,839	614
Crockett	4.3	.0017	30.9	9.3	15.9	21.4	22.1	1.5	21,005	4,542	1,530	490	422	3,451	455

DAILY - 183,958

UP
5,263
DAILY

SOURCE: A.B.C. Publisher's Statement 9-30-89,
A.B.C. Fas-Fax 3-31-90

6 MONTH
CIRCULATION
GAINS

SUNDAY - 271,038

UP
5,323
SUNDAY

Mathematical computations
Express-News Research Dept.

San Antonio Express-News

Avenue E and 3rd St./P.O. Box 2171/San Antonio, Texas 78297-2171/512-225-7411

TEXAS (cont.)

POPULATION—12/31/89

S&MM ESTIMATES

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
Crosby	8.2	.0033	33.5	9.0	11.4	20.1	28.1	2.8	16,301	7,495	976	1,240	232	3.003	672
Culberson	3.3	.0013	27.8	9.9	14.9	20.8	18.5	1.0	27,983	4,624	2,388	188	301	4,546	176
Dallam	6.4	0026	32.5	8.7	15.3	19.7	26.5	2.4	33,159	7,846	3,738	2,348	177	10,205	1,698
Dawson	15.4	.0062	32.8	8.6	14.2	19.1	27.8	5.3	68,619	21,784	4,801	3,737	1,260	14,218	2,717
Deaf Smith	20.4	.0081	28.7	9.0	15.8	19.8	20.2	6.5	87,712	25,946	8,732	4,357	2,282	21,736	2,090
Delta	4.8	.0019	44.3	5.9	10.1	17.1	45.3	1.8	12,532	4,430	749	232	184	2,520	18
De Witt	19.1	.0076	39.9	7.5	12.8	16.8	38.8	7.1	73,545	25,107	6,080	6,360	1,629	14,232	4,516
Dickens	3.0	.0012	41.3	6.7	11.0	17.8	40.3	1.2	10,303	6,193	811	463	41	819	221
Dimmit	11.6	.0047	28.0	9.5	15.3	16.7	22.6	3.3	30,046	11,011	2,683	6,607	208	2,129	827
Donley	4.0	.0016	41.9	9.4	11.1	17.6	41.6	1.6	17,859	3,293	1,368	431	514	9,481	1,114
Duval	13.1	.0052	32.0	9.0	13.0	17.6	28.5	4.1	22,905	8,686	1,666	1,171	421	3,190	481
Eastland	19.4	.0078	41.7	10.1	11.7	16.9	41.0	7.8	94,969	30,250	7,865	10,394	1,817	23,059	3,773
Edwards	1.9	.0007	34.4	6.1	12.9	20.8	28.5	.7	6,655	2,829	143	169	32	536	4
Erath	26.0	.0104	36.1	14.1	13.6	17.2	34.2	10.5	174,401	41,605	17,873	16,467	3,477	39,259	6,950
Falls	17.6	.0071	41.9	7.7	11.6	16.2	41.3	7.1	47,485	17,991	2,915	7,447	1,160	3,884	1,757
Fannin	25.0	.0100	41.9	6.9	11.8	18.8	40.4	10.1	116,740	30,538	7,053	9,290	1,754	33,866	4,340
Fayette	20.2	.0080	43.7	7.4	12.2	16.3	43.6	8.2	126,436	42,132	13,924	11,911	1,926	23,442	2,724
Fisher	5.5	.0023	40.3	6.4	11.6	18.5	38.6	2.1	12,056	5,406	745	448	492	2,370	972
Floyd	8.9	.0035	34.4	7.9	12.4	19.5	29.7	3.0	31,318	9,722	1,506	415	151	8,842	1,673
Foard	2.0	.0008	43.7	6.2	11.6	17.5	42.9	.9	2,973	1,685	201	4	14	428	107
Franklin	7.9	.0031	39.2	6.9	13.5	19.0	36.7	3.1	26,659	8,828	1,847	991	1,417	3,551	1,622
Freestone	17.2	.0069	38.2	7.6	13.2	17.0	36.9	6.3	55,966	15,832	6,490	1,522	647	17,163	1,700
Frio	14.6	.0059	28.3	9.1	14.5	17.7	22.7	4.3	41,023	10,949	2,351	5,998	1,459	5,108	1,246
Gaines	14.2	.0056	29.8	9.5	14.8	20.8	21.5	4.6	41,379	15,793	3,639	[illegible]	1,768	8,220	2,068
Garza	5.1	.0020	34.1	8.5	13.5	20.0	28.9	1.8	18,332	7,127	1,377	506	724	3,387	543
Gillespie	16.4	.0066	42.8	6.5	11.7	18.6	41.7	6.7	101,188	31,926	9,530	4,434	4,912	16,563	2,850
Glasscock	1.4	.0006	28.7	8.6	15.4	19.9	20.3	.4	1,677	876	144	11	41	117	5
Goliad	5.7	.0022	35.7	8.2	13.6	18.6	32.4	1.9	15,799	5,419	1,743	724	246	3,240	9
Gonzales	17.9	.0072	36.8	8.1	12.7	17.5	34.8	6.5	67,938	17,693	5,039	9,495	1,017	14,082	1,775
Gray	24.3	.0097	36.4	8.9	14.4	20.8	31.2	9.6	133,689	24,288	11,700	19,664	6,554	25,370	5,387
Grimes	18.4	.0074	39.9	7.9	12.8	15.8	39.8	5.6	58,660	13,848	3,693	9,166	308	16,605	1,406
Hale	37.0	.0148	31.3	10.0	14.9	19.3	25.2	12.5	190,150	49,746	19,277	31,928	5,819	41,388	7,229
Hall	4.6	.0018	40.2	6.5	12.2	17.8	39.3	1.7	13,969	6,092	1,359	395	258	1,614	532
Hamilton	8.3	.0034	47.4	5.9	10.6	17.2	47.2	3.5	26,152	11,388	1,275	504	955	3,749	1,389
Hansford	6.2	.0024	33.2	8.6	16.0	23.2	24.0	2.3	26,822	8,353	1,161	1,530	396	7,979	1,083
Hardeman	5.8	.0024	41.2	6.7	11.2	17.3	40.6	2.2	16,862	7,094	2,449	585	193	3,271	354
Hartley	4.1	.0017	35.3	6.1	15.0	23.4	27.1	1.3	11,410	4,668	86	6	1,180	3,807	3
Haskell	6.8	.0027	42.8	6.7	11.0	17.0	41.8	2.5	35,408	10,634	1,732	1,878	1,072	12,715	1,788
Hemphill	5.1	.0020	29.8	11.4	17.6	19.4	21.4	1.7	17,427	4,520	1,212	186	257	2,278	1,479
Henderson	56.5	.0226	39.8	7.8	12.1	19.9	36.9	22.3	271,533	56,590	18,272	35,553	6,471	44,609	13,679
Hill	27.3	.0109	41.5	7.4	11.9	17.6	40.6	10.7	149,207	35,886	12,614	10,306	2,889	40,188	4,275
Hockley	24.2	.0097	29.4	12.3	15.1	19.4	22.2	8.1	106,638	36,185	7,249	9,613	557	29,291	3,809
Hood	31.4	.0125	37.8	8.2	14.9	20.2	33.7	12.3	204,430	51,889	13,707	16,518	8,831	54,677	10,043
Hopkins	30.0	.0120	36.4	8.3	14.9	19.0	32.9	11.6	202,176	46,607	15,325	16,314	5,601	50,729	6,318
Houston	24.7	.0099	36.8	7.9	17.3	18.4	34.0	8.8	85,683	23,986	4,600	8,985	2,458	22,450	4,085
Howard	33.4	.0134	35.2	9.4	14.8	21.5	28.8	12.6	187,042	45,564	16,468	18,479	5,752	40,254	8,559
Hudspeth	3.1	.0012	28.9	9.6	14.6	19.9	21.3	1.0	5,719	990	1,069	137	181	487	4
Hunt	68.6	.0275	35.8	10.6	13.7	21.5	29.9	26.2	371,014	100,273	36,160	37,460	12,815	65,287	10,018
Hutchinson	25.9	.0104	35.0	9.2	15.2	19.3	30.8	9.8	112,941	39,145	9,625	6,219	3,058	21,431	7,734
Irion	1.7	.0006	35.7	7.8	13.9	21.6	29.4	.5	2,360	952	140	3	12	33	1
Jack	7.3	.0030	38.3	8.0	14.0	18.6	35.8	2.8	21,592	8,539	2,544	515	174	3,253	1,190
Jackson	12.8	.0051	34.6	9.2	14.1	19.9	29.6	4.6	52,756	19,645	3,277	5,172	1,604	10,799	1,550
Jasper	34.1	.0136	34.7	8.2	13.9	20.3	29.3	12.2	173,005	51,453	10,380	17,129	5,742	33,403	5,547
Jeff Davis	1.8	0008	36.1	7.4	14.8	21.0	30.7	.6	6,243	4,145	580	90	45	451	345
Jim Hogg	5.4	.0021	31.5	8.7	14.1	18.5	26.5	1.8	19,129	8,197	1,764	908	360	4,271	503
Jim Wells	38.3	.0154	30.2	9.7	15.4	19.3	23.4	12.3	154,674	41,381	11,923	17,249	3,420	35,178	4,765
Jones	17.4	.0069	38.8	6.9	12.4	19.1	36.1	6.5	55,331	18,441	2,786	2,290	790	17,521	2,588
Karnes	12.9	.0052	34.1	9.2	13.4	16.9	31.9	4.4	43,869	12,453	3,209	6,275	1,090	9,900	1,259
Kendall	16.1	.0064	38.5	6.6	12.7	24.1	32.0	5.8	126,064	39,462	7,228	2,042	747	49,530	1,881
Kenedy	.5	.0002	34.0	12.6	9.6	19.2	29.8	.2	1,196	516		342			
Kent	1.1	.0004	43.2	8.2	11.0	18.0	40.9	.4	3,567	663	34	404	24	1,697	2
Kerr	36.8	.0148	43.4	7.3	11.9	17.4	42.7	14.8	224,261	53,545	21,641	30,903	7,296	36,448	8,219
Kimble	4.1	.0016	40.7	6.4	11.7	19.6	38.6	1.6	21,903	5,611	2,653	719	241	4,166	508
King	.4	.0002	29.9	11.5	16.8	18.4	23.1	.2	752	53	120	5	21	62	2
Kinney	2.7	.0011	35.9	7.1	13.1	16.2	34.8	.8	5,185	2,058	393	220	56	163	7
Kleberg	32.1	.0128	27.0	17.0	18.0	17.4	18.1	10.5	153,985	53,105	20,246	12,304	4,652	25,204	3,367
Knox	5.1	.0020	42.2	7.1	10.8	17.3	41.0	1.9	14,163	7,170	642	595	147	752	1,307
Lamar	45.3	.0182	36.6	8.7	13.5	20.0	32.4	17.2	287,200	62,954	28,841	38,486	13,222	46,351	9,911
Lamb	16.6	.0066	34.2	8.1	13.3	19.0	30.0	5.8	48,599	19,259	4,510	3,231	1,790	6,484	1,267
Lampasas	15.0	.0060	36.8	7.3	13.9	21.2	31.5	5.8	58,606	15,975	4,978	2,605	1,492	12,451	2,133
La Salle	5.5	.0022	31.0	8.8	13.9	18.8	25.5	1.8	19,695	5,212	565	2,999	161	921	678
Lavaca	18.7	.0075	41.6	7.3	12.1	16.6	41.2	7.1	84,202	25,467	5,213	6,426	2,951	17,643	3,279
Lee	13.0	.0052	36.4	8.5	12.8	17.9	33.9	4.6	59,113	20,152	4,608	7,891	3,729	8,406	2,031
Leon	12.4	.0050	43.4	6.4	11.2	16.9	43.1	5.3	62,842	22,520	4,819	1,610	2,082	7,134	1,748
Limestone	23.0	.0092	40.1	8.1	13.0	17.6	38.7	8.5	110,609	32,856	7,833	13,418	2,435	18,615	3,528

TEXAS (cont.)

POPULATION—12/31/89

S&MM ESTIMATES

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
Lipscomb	3.6	.0015	34.4	7.5	15.3	21.1	27.9	1.3	8,798	3,428	792	472	173	553	151
Live Oak	9.9	.0039	34.5	8.9	14.6	19.7	29.5	3.3	59,853	31,039	3,154	1,485	983	6,445	1,615
Llano	12.8	.0051	55.6	4.6	9.0	15.5	56.3	5.6	53,167	17,110	5,837	1,489	1,631	9,091	1,293
Loving	.1	.0001	45.0	10.0	8.0	24.0	44.0	.1	103	18	11	2	7	21	1
Lynn	7.6	.0030	33.6	8.4	12.3	20.3	27.9	2.5	13,270	5,036	785	394	90	3,416	663
McCulloch	9.2	.0037	42.0	6.3	11.8	17.0	41.4	3.7	63,641	15,945	4,268	8,347	4,815	12,135	1,255
McMullen	.9	.0004	38.5	8.3	13.0	21.9	33.5	.3	1,223	717	191	104	5	14	
Madison	11.9	.0047	29.9	23.2	10.9	14.8	29.7	3.6	46,217	12,783	5,139	5,298	1,076	6,412	2,420
Marion	10.6	.0043	38.3	8.1	12.3	18.7	35.6	4.2	30,322	9,261	1,885	376	309	8,361	732
Martin	4.7	.0018	33.8	7.6	13.3	21.3	27.2	1.5	24,499	5,363	1,406	144	23	11,805	620
Mason	3.5	.0014	43.9	5.7	12.2	18.0	43.2	1.5	20,104	5,815	5,261	1,104	736	2,403	277
Matagorda	42.4	.0170	31.1	10.8	17.1	19.4	24.0	15.3	194,931	65,824	16,348	13,911	6,635	43,975	6,485
Maverick	40.9	.0164	25.9	9.9	14.8	18.6	17.8	10.3	129,391	33,398	7,919	20,567	6,222	11,966	1,611
Medina	27.8	.0111	34.0	7.8	14.3	19.8	28.8	9.5	169,322	50,218	7,741	11,168	2,030	66,369	2,366
Menard	2.3	.0009	42.3	5.8	12.3	17.0	42.0	.9	4,473	1,901	278	12	46	374	104
Milam	24.1	.0096	37.2	7.7	13.0	18.3	34.6	8.7	101,952	37,039	5,171	10,201	1,287	24,276	4,225
Mills	4.4	.0018	47.3	5.9	10.5	17.0	47.2	1.8	17,255	4,616	1,069	565	722	3,754	849
Mitchell	8.6	.0034	37.6	7.3	12.8	16.7	36.3	3.2	40,859	15,399	2,589	573	1,229	6,639	2,183
Montague	17.9	.0072	41.3	7.3	11.8	19.0	39.6	7.1	77,554	24,997	4,870	9,746	2,054	16,089	3,885
Moore	17.7	.0071	30.5	9.3	16.4	21.2	21.4	6.1	89,631	25,749	7,075	12,534	3,064	14,589	3,059
Morris	14.6	.0058	34.2	9.1	15.2	19.8	28.9	5.3	36,216	14,607	2,105	1,364	778	8,004	1,964
Motley	1.7	.0007	44.7	5.8	12.7	14.8	44.8	.8	4,948	1,556	336	18	71	959	294
Nacogdoches	52.7	.0211	29.4	20.8	15.9	16.6	24.6	19.1	355,723	86,685	38,405	32,830	12,931	77,844	14,048
Navarro	39.2	.0157	38.0	8.2	13.5	18.3	35.6	15.1	242,652	57,508	17,085	24,306	7,672	38,298	6,236
Newton	13.8	.0055	33.6	7.9	13.9	19.8	28.2	4.9	26,880	13,882	1,236	944	306	3,474	683
Nolan	17.1	.0069	35.7	7.9	14.7	19.1	31.8	6.3	83,132	21,588	8,195	6,588	1,197	13,368	4,341
Ochiltree	9.3	.0037	31.1	10.7	17.6	20.4	22.8	3.3	46,643	15,698	3,593	3,194	766	9,264	2,245
Oldham	2.4	.0010	28.4	7.2	14.4	20.2	20.3	.7	6,200	1,690	656	7	30	1,202	3
Palo Pinto	25.0	.0100	36.7	8.6	14.1	20.3	32.2	9.6	135,513	34,376	15,105	14,675	4,119	31,336	4,919
Panola	22.9	.0092	35.9	8.9	14.1	19.8	31.5	8.2	93,9[illegible]0	20,401	6,441	7,880	1,547	32,138	5,720
Parmer	10.9	.0044	30.5	8.6	15.0	20.9	22.4	3.2	32,691	13,363	1,238	1,274	300	6,703	1,012
Pecos	15.8	.0063	28.9	10.0	15.7	20.7	19.7	4.8	69,896	24,946	5,008	10,454	1,467	7,453	1,664
Polk	31.9	.0128	38.2	7.4	12.6	18.3	35.9	12.1	168,080	46,010	13,987	21,818	6,714	31,945	5,803
Presidio	5.6	.0022	34.2	7.2	11.9	19.0	30.1	1.9	25,741	8,474	1,023	7,006	901	2,350	174
Rains	6.4	.0026	41.2	7.2	11.9	19.8	39.1	2.7	21,257	7,206	1,234	19	4,286	1,083	985
Reagan	4.6	.0019	27.2	10.6	18.4	18.0	17.7	1.4	20,118	4,910	2,828	1,034	75	5,313	260
Real	2.9	.0011	38.7	6.6	10.9	21.1	34.7	1.0	9,493	2,958	863	192	146	693	177
Red River	15.6	.0063	39.2	7.1	12.6	17.5	37.8	6.1	48,981	20,904	2,376	6,112	1,018	4,881	2,006
Reeves	15.1	.0060	28.6	9.7	15.3	19.4	20.8	4.8	60,168	16,417	4,262	7,931	2,480	12,699	2,744
Refugio	8.6	.0035	34.5	9.2	13.3	19.7	29.7	3.0	37,317	12,786	3,123	752	564	6,450	892
Roberts	1.1	.0004	34.2	6.4	15.1	22.3	26.6	.4	1,926	1,326	43	2	7	20	1
Robertson	15.4	.0062	39.0	7.5	11.6	15.7	38.8	6.0	53,142	20,823	3,110	5,386	764	12,440	1,952
Runnels	11.5	.0046	39.8	7.2	11.6	17.6	38.6	4.6	35,688	10,964	3,462	1,860	682	6,820	1,568
Rusk	43.8	.0176	36.5	8.2	14.5	18.3	33.5	16.0	139,084	40,319	10,691	16,629	5,759	21,066	5,255
Sabine	10.0	.0040	41.4	7.6	10.8	18.2	40.0	4.1	39,324	15,402	2,437	1,339	3,311	5,068	1,430
San Augustine	8.9	.0035	39.7	7.2	11.2	18.9	37.5	3.5	33,172	8,615	1,481	1,496	1,882	11,962	1,733
San Jacinto	15.6	.0063	36.4	7.2	13.1	21.2	31.0	5.9	35,019	17,324	1,692	87	341	6,085	33
San Saba	5.5	.0022	42.3	5.5	12.0	17.0	41.8	2.4	25,670	8,871	1,786	919	442	7,420	745
Schleicher	2.8	.0011	33.5	9.2	15.4	19.9	27.8	.9	4,817	1,768	341	412	37	106	4
Scurry	18.3	.0073	33.6	10.2	14.7	19.4	28.5	6.6	89,865	18,621	10,701	6,739	2,738	19,664	4,065
Shackelford	3.6	.0015	37.6	8.0	13.9	17.9	35.3	1.3	10,317	4,745	707	205	140	626	594
Shelby	24.7	.0099	38.2	7.8	12.7	19.0	35.4	9.5	94,653	25,795	4,451	9,176	6,078	14,117	6,300
Sherman	3.0	.0012	35.2	7.8	14.8	23.0	27.4	1.1	7,492	1,663	633	135	8	1,985	215
Somervell	5.4	.0022	33.0	9.7	17.4	18.5	28.0	2.2	19,625	9,702	2,345	655	385	487	116
Starr	39.0	.0156	26.5	9.5	13.4	18.9	19.7	10.2	99,041	41,984	6,732	3,840	6,274	10,320	904
Stephens	9.7	.0039	37.6	8.0	13.9	19.2	34.5	4.0	52,440	14,644	3,534	8,294	503	11,786	3,737
Sterling	1.5	.0006	33.2	8.7	14.9	18.5	28.7	.4	4,663	2,769	588	7	27	80	2
Stonewall	2.2	.0009	42.1	6.9	11.5	18.7	40.4	1.0	5,530	2,769	361	11	41	139	362
Sutton	5.0	.0020	30.0	9.5	19.0	21.2	19.2	1.5	16,817	5,643	2,142	785	429	1,882	436
Swisher	9.1	.0036	34.2	8.2	12.7	20.4	28.6	3.3	29,415	10,932	2,330	1,065	609	6,242	2,371
Terrell	1.4	.0006	34.3	7.0	15.9	21.0	27.9	.6	4,848	334	653	738	71	1[illegible]7	7
Terry	14.5	.0058	31.7	9.2	13.9	20.3	25.1	5.1	61,183	19,100	4,086	5,440	349	17,357	2,780
Throckmorton	1.9	.0008	43.9	6.1	10.5	19.9	43.3	.9	4,132	1,265	403	14	56	522	223
Titus	24.2	.0096	34.9	8.9	14.7	18.7	31.1	9.0	167,819	25,428	17,580	25,449	6,271	39,582	7,110
Trinity	11.9	.0048	41.3	6.7	11.4	18.4	40.0	4.7	48,328	18,838	2,582	820	886	8,963	2,178
Tyler	19.4	.0078	38.7	7.1	11.7	19.6	35.6	7.2	66,876	19,713	3,006	11,132	1,847	17,764	2,517
Upshur	32.9	.0131	35.2	8.3	14.6	20.1	30.1	11.9	119,660	24,852	6,700	14,904	2,075	18,349	3,576
Upton	4.7	.0019	30.0	10.4	15.4	19.5	22.9	1.5	11,492	6,158	1,137	554	175	800	266
Uvalde	25.3	.0102	31.2	9.8	14.3	18.9	25.6	8.1	156,794	47,456	12,171	17,483	3,154	24,540	2,379
Val Verde	42.3	.0169	27.8	10.9	16.9	19.3	18.5	12.7	171,837	43,670	17,964	25,517	8,317	31,296	1,823
Van Zandt	41.5	.0166	39.5	6.8	12.4	21.1	35.8	15.6	167,941	45,490	9,960	11,924	3,755	42,631	9,254
Walker	54.6	.0218	30.8	19.7	21.8	21.0	19.7	16.8	277,928	65,940	28,721	31,080	5,843	49,248	7,586
Ward	13.5	.0054	30.8	9.6	16.0	20.4	22.8	4.5	46,677	12,785	5,836	3,486	1,452	9,594	2,235
Washington	25.6	.0103	37.1	10.9	13.4	17.8	34.9	9.2	150,854	42,348	11,776	10,472	6,844	33,284	5,647
Wharton	40.4	.0162	33.2	9.7	15.0	19.0	28.3	14.4	201,161	54,719	15,036	14,001	6,960	57,022	6,358
Wheeler	7.2	.0029	38.3	7.7	12.8	19.5	35.2	2.8	29,756	10,720	2,516	689	798	5,348	1,245
Wilbarger	15.5	.0062	38.5	8.3	13.5	17.6	36.8	5.9	83,624	19,077	6,523	9,033	2,395	15,658	4,414
Willacy	18.5	.0074	28.3	9.5	14.4	17.1	23.3	5.0	53,859	19,877	2,775	5,137	1,952	12,899	2,326

TEXAS (cont.)

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
Wilson	21.2	.0085	33.6	8.2	14.6	20.2	27.8	7.1
Winkler	9.1	.0036	31.4	9.6	14.8	20.1	24.6	3.0
Wise	36.5	.0146	36.1	8.2	14.3	22.3	29.4	13.0
Wood	30.4	.0122	40.1	8.4	12.1	18.9	38.1	11.6
Yoakum	10.0	.0040	29.7	9.9	16.8	20.4	20.7	3.5
Young	19.1	.0077	38.1	8.1	14.1	19.2	35.0	7.7
Zapata	9.0	.0036	33.7	7.9	12.1	16.0	32.4	2.9
Zavala	11.9	.0047	27.2	9.3	14.6	16.5	22.1	3.2
TOTAL METRO COUNTIES	**13,746.9**	**5.5021**	**30.5**	**11.6**	**19.1**	**21.1**	**20.3**	**4,964.6**
TOTAL STATE	**16,983.7**	**6.7978**	**31.2**	**11.2**	**18.1**	**20.7**	**22.3**	**6,128.1**

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
Wilson	82,813	26,151	3,161	10,437	1,038	22,941	2,666
Winkler	32,461	13,784	1,518	2,498	1,149	4,999	587
Wise	232,503	51,790	12,909	15,306	1,597	107,087	2,973
Wood	150,141	42,085	8,245	17,113	5,086	30,526	6,209
Yoakum	35,687	17,538	1,961	1,386	678	6,969	410
Young	99,262	29,416	6,770	14,192	2,668	19,167	2,902
Zapata	17,080	7,423	2,112	769	227	2,069	363
Zavala	21,633	11,985	1,248	377	901	2,627	706
TOTAL METRO COUNTIES	**98,819,955**	**21,260,685**	**10,220,647**	**12,917,605**	**4,651,821**	**23,396,909**	**2,387,609**
TOTAL STATE	**113,376,293**	**25,450,719**	**11,379,217**	**14,303,907**	**5,066,355**	**26,466,621**	**2,881,296**

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
ABILENE	**1,292,035**	**20,195**	**27.5**	**27.6**	**12.9**	**10.0**	**.0435**
Taylor	1,292,035	20,195	27.5	27.6	12.9	10.0	.0435
• Abilene	1,183,547	20,233	27.8	27.8	12.9	9.9	.0403
SUBURBAN TOTAL	108,488	19,779	25.0	25.0	13.4	11.1	.0032
AMARILLO	**2,463,133**	**24,862**	**22.5**	**29.2**	**16.8**	**14.4**	**.0836**
Potter	1,170,657	21,763	25.1	28.8	14.6	10.7	.0439
• Amarillo	2,098,493	24,913	22.5	28.4	16.5	15.3	.0722
Randall	1,292,476	28,491	19.8	29.5	19.5	18.5	.0397
SUBURBAN TOTAL	364,640	24,652	23.1	32.3	19.1	9.3	.0114
AUSTIN	**9,797,231**	**24,569**	**22.2**	**25.2**	**16.1**	**17.6**	**.3131**
Hays	635,797	20,608	25.2	23.6	13.1	14.8	.0206
Travis	7,728,104	24,375	22.6	25.0	15.5	18.1	.2493
• Austin	6,480,229	22,711	23.9	25.6	14.7	15.4	.2222
Williamson	1,433,330	27,881	18.6	26.7	20.4	16.3	.0432
SUBURBAN TOTAL	3,317,002	29,868	18.2	24.3	19.2	22.5	.0909
BEAUMONT–PORT ARTHUR	**4,490,679**	**27,793**	**18.1**	**25.2**	**19.9**	**17.5**	**.1391**
Hardin	438,105	26,655	17.3	29.5	20.0	12.4	.0130
Jefferson	3,015,802	26,702	18.9	24.9	18.9	17.0	.0970
• Beaumont	1,419,710	24,505	20.4	23.5	16.9	17.0	.0502
• Port Arthur	669,408	22,848	19.8	26.1	16.6	12.6	.0220
Orange	1,036,772	32,028	15.7	25.0	22.7	21.5	.0291
SUBURBAN TOTAL	2,401,561	31,143	16.1	26.3	22.9	19.4	.0669
BRAZORIA	**2,528,932**	**34,746**	**13.7**	**24.8**	**25.4**	**24.2**	**.0711**
Brazoria	2,528,932	34,746	13.7	24.8	25.4	24.2	.0711
SUBURBAN TOTAL	2,528,932	34,746	13.7	24.8	25.4	24.2	.0711
BROWNSVILLE–HARLINGEN	**1,819,395**	**16,194**	**28.3**	**24.1**	**9.4**	**7.5**	**.0700**
Cameron	1,819,395	16,194	28.3	24.1	9.4	7.5	.0700
• Brownsville	701,112	16,147	27.6	24.1	9.4	7.6	.0291
• Harlingen	444,536	16,751	28.8	24.6	9.8	7.8	.0188
SUBURBAN TOTAL	673,747	15,888	28.8	23.8	9.3	7.1	.0221
BRYAN–COLLEGE STATION	**1,354,540**	**19,671**	**24.7**	**22.7**	**12.6**	**14.1**	**.0431**
Brazos	1,354,540	19,671	24.7	22.7	12.6	14.1	.0431
• Bryan	760,272	21,842	24.1	25.6	13.1	15.2	.0235
• College Station	468,385	15,624	26.3	17.9	10.7	12.0	.0167
SUBURBAN TOTAL	125,883	24,014	22.6	23.8	17.6	16.0	.0029
CORPUS CHRISTI	**3,592,958**	**22,312**	**23.8**	**26.8**	**15.8**	**12.0**	**.1204**
Nueces	3,019,771	22,133	24.1	26.8	15.8	11.8	.1029
• Corpus Christi	2,782,355	22,469	24.1	27.1	16.0	11.8	.0950
San Patricio	573,187	23,296	22.1	26.6	16.5	13.0	.0175
SUBURBAN TOTAL	810,603	21,776	23.0	25.4	15.4	12.5	.0254
DALLAS	**35,990,083**	**28,658**	**19.7**	**26.1**	**17.9**	**21.8**	**1.1368**
Collin	3,655,577	40,764	12.4	19.4	20.4	38.1	.1080
Plano	2,016,998	49,041	8.0	16.8	21.9	48.7	.0643
Dallas	27,064,742	27,441	20.8	27.2	17.2	20.1	.8720
Carrollton	1,021,194	38,310	12.3	25.8	25.0	31.0	.0323
• Dallas	14,437,260	23,553	23.9	26.5	13.9	17.3	.4757
Garland	2,537,714	34,340	14.2	29.8	25.9	22.8	.0714
Grand Prairie	1,251,325	29,489	18.3	30.4	20.8	18.4	.0367
• Irving	1,996,592	30,355	19.2	30.7	20.4	20.5	.0696
Mesquite	1,182,619	33,123	15.3	30.2	25.0	21.1	.0440
Richardson	1,419,303	43,734	11.0	20.0	24.1	39.6	.0451
Denton	3,372,545	33,364	16.4	23.3	21.2	26.1	.0982
• Denton	761,904	22,742	23.1	23.5	13.7	17.8	.0279
Ellis	896,812	25,405	19.8	26.3	18.3	14.7	.0279
Kaufman	577,090	21,912	22.1	24.2	16.2	13.2	.0194
Rockwall	423,317	32,249	14.5	25.0	19.8	25.7	.0113
SUBURBAN TOTAL	18,794,327	33,673	15.7	25.3	21.5	26.3	.5636
DALLAS–FORT WORTH CONSOLIDATED AREA	***53,334,107***	***28,420***	***19.8***	***26.6***	***18.1***	***20.9***	***1.6879***
EL PASO	**5,019,055**	**19,746**	**28.1**	**25.9**	**12.8**	**10.7**	**.1834**
El Paso	5,019,055	19,746	28.1	25.9	12.8	10.7	.1834
• El Paso	4,468,310	20,026	27.3	26.0	13.1	11.0	.1668
SUBURBAN TOTAL	550,745	17,915	34.7	26.1	9.6	8.3	.0166
FORT WORTH–ARLINGTON	**17,344,024**	**27,981**	**19.9**	**27.3**	**18.6**	**19.2**	**.5511**
Johnson	1,105,459	26,656	20.0	28.2	20.0	14.1	.0339
Parker	751,213	25,258	20.6	26.9	18.6	14.2	.0234
Tarrant	15,487,352	28,268	19.9	27.3	18.5	19.8	.4938
• Arlington	3,982,625	32,022	17.6	27.3	20.8	23.8	.1243
• Fort Worth	5,554,433	22,852	23.9	26.7	14.6	14.9	.1856
SUBURBAN TOTAL	7,806,966	30,416	17.8	27.7	20.9	20.4	.2412
GALVESTON–TEXAS CITY	**2,792,641**	**28,065**	**19.6**	**24.6**	**20.1**	**18.9**	**.0837**
Galveston	2,792,641	28,065	19.6	24.6	20.1	18.9	.0837
• Galveston	722,297	20,835	24.4	24.1	15.1	12.6	.0228
• Texas City	519,066	30,528	18.4	25.6	23.5	18.3	.0158
SUBURBAN TOTAL	1,551,278	31,814	17.1	24.5	21.9	22.9	.0451
HOUSTON	**43,231,791**	**28,008**	**20.0**	**27.0**	**19.2**	**18.8**	**1.3021**
Fort Bend	2,778,604	34,722	13.9	25.3	25.4	24.2	.0739
Harris	37,601,480	27,621	20.5	27.0	18.8	18.7	1.1436
• Baytown	794,851	28,717	18.2	27.2	21.5	16.7	.0257
• Houston	22,417,275	24,576	23.3	27.3	16.0	16.0	.7358
Pasadena	1,439,991	28,762	19.4	31.5	21.1	16.1	.0422
Liberty	551,283	23,606	19.1	27.9	16.9	11.9	.0167
Montgomery	2,083,450	29,132	17.7	28.3	20.9	18.0	.0595
Waller	216,974	22,658	19.8	26.2	15.7	12.9	.0084
SUBURBAN TOTAL	20,019,665	32,711	15.6	26.4	23.4	22.7	.5406
HOUSTON–GALVESTON–BRAZORIA CONSOLIDATED AREA	***48,553,364***	***28,323***	***19.6***	***26.8***	***19.5***	***19.1***	***1.4569***
KILLEEN–TEMPLE	**2,551,508**	**20,126**	**29.7**	**27.0**	**12.9**	**10.4**	**.0813**
Bell	1,876,091	19,532	29.9	26.1	12.9	9.9	.0633
• Killeen	624,433	17,924	36.5	25.9	11.7	6.7	.0244
• Temple	560,364	20,815	24.8	26.2	14.1	11.4	.0204
Coryell	675,417	22,265	29.2	30.1	13.1	12.5	.0180
SUBURBAN TOTAL	1,366,711	21,533	27.6	28.0	13.1	12.5	.0365
LAREDO	**771,917**	**14,909**	**27.5**	**21.8**	**9.5**	**7.3**	**.0344**
Webb	771,917	14,909	27.5	21.8	9.5	7.3	.0344
• Laredo	714,437	14,358	28.5	21.5	8.7	6.3	.0331
SUBURBAN TOTAL	57,480	59,429	24.0	36.2	51.2	61.8	.0013
LONGVIEW–MARSHALL	**1,854,091**	**23,177**	**21.4**	**27.4**	**16.0**	**12.7**	**.0632**
Gregg	1,258,713	23,415	21.8	28.0	15.9	12.8	.0453

TEXAS (cont.)

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
• Longview	852,107	24,196	21.7	29.2	15.7	13.7	.0316
Harrison	595,378	22,688	20.5	26.3	16.3	12.5	.0179
• Marshall	247,576	19,975	22.3	24.3	13.8	11.8	.0091
SUBURBAN TOTAL	754,408	23,082	20.7	26.7	17.2	11.9	.0225
LUBBOCK	**2,410,851**	**21,118**	**26.1**	**27.1**	**14.3**	**11.2**	**.0872**
Lubbock	2,410,851	21,118	26.1	27.1	14.3	11.2	.0872
• Lubbock	2,065,487	21,147	25.9	26.8	14.3	11.5	.0771
SUBURBAN TOTAL	345,364	20,974	27.3	29.4	14.0	9.1	.0101
McALLEN–EDINBURG–MISSION	**2,360,820**	**14,907**	**29.9**	**21.7**	**8.7**	**6.6**	**.0961**
Hidalgo	2,360,820	14,907	29.9	21.7	8.7	6.6	.0961
• Edinburg	218,871	16,131	26.4	24.8	9.6	6.7	.0087
• McAllen	739,287	18,844	26.8	25.0	11.8	10.7	.0329
• Mission	211,807	15,219	32.1	22.3	8.4	6.6	.0082
• Pharr	171,618	14,459	32.5	20.5	8.4	3.9	.0084
SUBURBAN TOTAL	1,019,237	13,320	31.3	19.6	7.0	4.9	.0379
MIDLAND	**1,592,517**	**28,142**	**19.8**	**27.5**	**17.0**	**21.3**	**.0460**
Midland	1,592,517	28,142	19.8	27.5	17.0	21.3	.0460
• Midland	1,474,394	28,217	19.7	26.9	16.9	21.8	.0431
SUBURBAN TOTAL	118,123	27,523	20.6	34.6	18.1	15.7	.0029
ODESSA	**1,537,935**	**26,283**	**21.3**	**29.2**	**17.5**	**15.7**	**.0475**
Ector	1,537,935	26,283	21.3	29.2	17.5	15.7	.0475
• Odessa	1,232,861	26,445	20.8	28.3	17.9	16.2	.0385
SUBURBAN TOTAL	305,074	25,778	23.1	32.9	15.9	13.9	.0090
SAN ANGELO	**1,166,479**	**22,029**	**25.0**	**26.2**	**14.6**	**13.7**	**.0363**
Tom Green	1,166,479	22,029	25.0	26.2	14.6	13.7	.0363
• San Angelo	1,033,329	21,588	25.4	26.3	14.3	13.0	.0333
SUBURBAN TOTAL	133,150	27,066	20.8	26.2	16.9	20.6	.0030
SAN ANTONIO	**14,068,167**	**22,522**	**23.9**	**27.0**	**15.0**	**13.6**	**.4729**
Bexar	12,750,728	22,332	24.1	27.0	14.7	13.5	.4321
• San Antonio	10,000,800	20,601	25.6	26.7	13.3	11.3	.3603

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Comal	659,848	25,224	23.9	25.8	18.1	16.5	.0206
Guadalupe	657,591	23,977	21.6	28.1	16.8	12.8	.0202
SUBURBAN TOTAL	4,067,367	30,822	18.1	27.6	20.9	21.7	.1126
SHERMAN–DENISON	**1,173,397**	**23,174**	**23.1**	**27.0**	**16.5**	**13.2**	**.0384**
Grayson	1,173,397	23,174	23.1	27.0	16.5	13.2	.0384
• Denison	286,023	22,158	22.5	27.0	15.6	11.8	.0096
• Sherman	400,431	23,933	23.9	28.7	16.8	13.2	.0161
SUBURBAN TOTAL	486,943	23,200	22.8	25.7	16.9	14.0	.0127
TEXARKANA	**1,211,717**	**19,918**	**24.2**	**26.3**	**13.9**	**9.5**	**.0430**
Bowie	812,421	19,569	24.6	26.4	13.6	9.1	.0302
• Texarkana	330,611	17,721	26.0	24.2	11.5	8.8	.0160
Miller, Ark.	*399,296*	*20,810*	*22.9*	*26.5*	*14.5*	*10.5*	*.0128*
• Texarkana	*233,963*	*19,889*	*24.0*	*25.5*	*14.5*	*9.8*	*.0087*
SUBURBAN TOTAL	647,143	21,411	23.0	27.9	15.1	9.9	.0183
TYLER	**1,838,297**	**24,542**	**21.5**	**27.3**	**15.9**	**15.7**	**.0610**
Smith	1,838,297	24,542	21.5	27.3	15.9	15.7	.0610
• Tyler	941,188	23,988	22.5	26.9	15.0	16.3	.0387
SUBURBAN TOTAL	897,109	25,136	20.4	27.6	16.9	15.1	.0223
VICTORIA	**819,400**	**24,878**	**21.5**	**27.9**	**19.1**	**12.7**	**.0272**
Victoria	819,400	24,878	21.5	27.9	19.1	12.7	.0272
• Victoria	613,640	23,616	23.2	26.5	18.8	12.0	.0224
SUBURBAN TOTAL	205,760	28,277	16.4	31.7	20.3	14.8	.0048
WACO	**1,967,141**	**19,754**	**24.8**	**25.5**	**13.3**	**10.7**	**.0675**
McLennan	1,967,141	19,754	24.8	25.5	13.3	10.7	.0675
• Waco	1,060,533	17,317	27.7	24.0	10.5	9.3	.0413
SUBURBAN TOTAL	906,608	23,584	21.0	27.6	17.0	12.5	.0262
WICHITA FALLS	**1,360,680**	**20,621**	**26.1**	**27.1**	**13.9**	**10.5**	**.0463**
Wichita	1,360,680	20,621	26.1	27.1	13.9	10.5	.0463
• Wichita Falls	1,077,872	20,015	26.9	26.8	12.9	10.4	.0376
SUBURBAN TOTAL	282,808	23,402	23.2	28.7	18.0	10.6	.0087

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TEXAS (cont.)

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
OTHER COUNTIES							
Anderson	406,834	19,032	22.3	25.0	13.4	9.7	.0139
Andrews	168,453	27,178	22.4	27.4	19.6	16.1	.0048
Angelina	733,349	23,246	21.1	26.9	16.6	12.8	.0241
Aransas	201,996	20,549	26.5	24.9	13.9	12.7	.0062
Archer	75,258	18,817	27.5	28.9	9.4	8.6	.0021
Armstrong	30,556	28,417	22.3	21.7	19.0	22.0	.0007
Atascosa	257,352	18,507	24.7	26.5	12.0	8.3	.0086
Austin	264,821	24,040	19.3	21.0	16.7	19.3	.0074
Bailey	57,629	13,947	32.5	20.8	5.5	7.3	.0020
Bandera	113,951	20,806	25.8	25.4	13.9	12.8	.0032
Bastrop	380,231	19,029	25.0	24.2	13.6	10.3	.0110
Baylor	42,556	16,556	27.4	24.1	11.7	6.5	.0014
Bee	240,975	18,584	27.7	24.5	11.4	10.2	.0080
Blanco	73,581	18,125	28.8	24.8	11.1	9.4	.0018
Borden	5,552	12,385	29.3	15.7	9.0	5.0	.0002
Bosque	173,871	19,698	25.0	23.9	14.3	11.2	.0047
Brewster	67,502	16,256	27.1	24.4	10.5	5.7	.0024
Briscoe	18,145	12,159	30.2	17.9	7.3	3.8	.0006
Brooks	54,482	13,376	29.0	17.1	10.6	4.0	.0021
Brown	361,845	18,407	27.4	25.2	11.7	9.7	.0115
Burleson	125,666	17,460	22.1	25.8	11.2	8.2	.0037
Burnet	275,126	18,742	29.8	24.9	12.8	9.4	.0089
Caldwell	219,277	15,831	28.0	22.8	10.2	7.0	.0074
Calhoun	232,225	25,667	20.6	27.8	17.0	14.2	.0065
Callahan	110,212	17,580	25.6	27.3	11.2	5.9	.0034
Camp	112,899	20,392	21.2	26.3	13.0	11.4	.0039
Carson	82,933	27,717	19.5	28.6	18.5	17.6	.0021
Cass	289,725	19,716	21.9	25.0	14.3	10.2	.0094
Castro	67,425	14,865	32.3	23.4	7.1	6.2	.0022
Chambers	232,308	26,033	19.4	25.1	20.0	14.0	.0065
Cherokee	377,351	17,484	24.5	23.6	12.2	8.9	.0124
Childress	51,951	14,066	30.9	22.0	8.2	5.1	.0019
Clay	116,164	20,835	23.0	25.8	14.3	11.5	.0030
Cochran	40,548	16,540	30.7	22.8	8.8	8.8	.0012
Coke	34,574	17,815	27.1	20.8	15.2	9.3	.0010
Coleman	97,495	17,314	25.9	25.6	10.8	7.7	.0029
Collingsworth	44,119	16,974	24.8	22.1	9.3	13.3	.0012
Colorado	186,296	17,263	22.7	23.3	11.9	9.5	.0063
Comanche	121,126	15,255	28.2	19.7	9.3	9.4	.0041
Concho	26,981	16,250	28.5	25.2	8.7	8.0	.0008
Cooke	302,432	20,160	25.6	29.3	12.4	8.6	.0104
Cottle	25,631	14,700	28.7	16.3	8.1	12.1	.0008
Crane	50,005	26,781	22.0	27.7	21.3	12.1	.0014
Crockett	43,159	21,543	22.4	28.5	12.1	12.9	.0014
Crosby	52,103	12,560	33.1	15.9	6.2	5.5	.0017
Culberson	20,334	14,867	33.4	24.0	9.1	3.6	.0011
Dallam	54,545	17,109	29.0	28.8	8.1	6.3	.0019
Dawson	135,373	18,450	27.0	25.6	11.7	9.0	.0046
Deaf Smith	159,391	17,889	31.4	27.8	9.2	7.2	.0055
Delta	43,992	16,571	24.7	24.0	10.0	9.3	.0013
De Witt	181,645	17,122	24.0	21.7	11.8	10.5	.0055
Dickens	20,416	11,407	30.4	17.9	5.5	3.6	.0009
Dimmit	62,829	12,710	29.2	19.1	7.1	4.6	.0023
Donley	33,053	13,510	27.3	22.4	5.9	6.3	.0011
Duval	92,102	15,651	22.7	23.1	11.2	7.4	.0029
Eastland	168,536	14,732	28.9	23.0	8.2	5.6	.0058
Edwards	15,533	14,467	37.5	20.6	6.7	6.1	.0006
Erath	295,140	17,930	25.7	24.6	10.2	10.7	.0096
Falls	164,166	14,896	25.8	18.9	10.9	8.7	.0047
Fannin	232,925	16,508	25.5	25.5	9.5	6.7	.0076
Fayette	223,173	18,426	22.9	20.8	14.3	12.1	.0072
Fisher	51,051	17,444	25.7	27.3	8.4	8.0	.0015
Floyd	59,582	14,286	30.8	20.6	8.4	5.7	.0021
Foard	17,525	12,364	29.9	16.1	5.3	7.4	.0004
Franklin	85,290	18,951	25.0	24.8	13.6	9.7	.0024
Freestone	171,152	17,774	21.9	20.7	13.2	11.9	.0050
Frio	83,762	13,385	31.9	19.2	8.2	4.2	.0032
Gaines	118,432	17,905	27.5	24.5	11.2	10.0	.0036
Garza	52,483	19,763	27.1	24.0	12.9	12.6	.0015
Gillespie	164,090	18,096	29.5	28.1	9.9	7.1	.0056
Glasscock	9,101	14,867	31.7	20.5	6.3	9.5	.0002
Goliad	55,219	21,216	22.8	24.8	15.3	12.4	.0016
Gonzales	158,420	16,333	25.9	22.8	9.5	9.7	.0050
Gray	292,312	23,278	21.5	29.4	15.5	12.2	.0087
Grimes	139,501	16,098	23.2	23.2	10.4	8.3	.0046
Hale	285,936	16,405	29.7	24.1	9.3	7.0	.0105
Hall	27,777	10,581	28.5	15.4	3.4	4.9	.0012
Hamilton	84,150	15,817	27.4	22.8	10.7	6.7	.0023
Hansford	63,385	20,342	25.3	28.3	13.0	9.3	.0020
Hardeman	55,088	17,455	25.1	25.6	11.5	7.9	.0016
Hartley	40,814	23,192	25.0	30.2	11.2	14.7	.0012
Haskell	54,281	14,200	26.8	20.8	7.2	8.4	.0019
Hemphill	45,280	20,923	26.6	32.6	11.4	8.1	.0014
Henderson	592,278	19,285	25.8	26.8	12.1	9.5	.0183
Hill	249,279	15,762	27.1	22.9	9.9	7.6	.0086
Hockley	197,853	19,155	24.1	28.3	12.3	7.5	.0069
Hood	435,594	27,729	20.8	24.6	19.4	19.1	.0127
Hopkins	297,927	18,386	27.9	24.9	11.6	9.1	.0104
Houston	226,353	15,477	24.7	19.8	10.2	10.5	.0069
Howard	332,588	18,965	25.6	26.5	12.6	8.8	.0109
Hudspeth	21,600	14,108	36.1	20.5	5.9	5.8	.0008
Hunt	791,405	22,719	22.1	25.1	15.5	14.4	.0240
Hutchinson	343,143	29,492	17.7	28.3	21.2	17.6	.0092
Irion	16,005	23,300	20.4	27.6	13.4	16.4	.0005
Jack	69,877	18,322	26.4	28.4	10.3	7.7	.0020
Jackson	121,350	19,819	24.1	27.6	11.9	10.0	.0038
Jasper	328,289	20,546	22.5	26.1	15.3	9.7	.0107
Jeff Davis	13,797	14,720	34.8	21.0	7.0	6.0	.0005
Jim Hogg	34,566	12,796	24.5	23.2	5.3	5.5	.0014
Jim Wells	264,195	15,530	26.3	25.7	8.0	5.8	.0097
Jones	153,232	16,099	25.8	24.4	8.5	8.1	.0047
Karnes	106,753	17,011	24.0	22.8	11.8	9.6	.0034
Kendall	173,511	21,769	23.7	23.3	15.3	14.6	.0062
Kenedy	7,686	13,900	29.0	20.0	5.5	9.5	.0001
Kent	8,257	14,000	29.9	20.6	10.7	4.8	.0003
Kerr	467,841	22,448	25.2	29.0	13.6	12.9	.0140
Kimble	34,452	16,657	25.7	29.6	8.8	5.0	.0011
King	4,321	17,545	41.0	32.0	6.5	1.0	.0002
Kinney	15,407	14,387	33.7	18.8	9.1	3.9	.0005
Kleberg	271,387	17,640	26.2	23.3	12.3	9.1	.0094
Knox	40,528	12,679	24.1	18.9	8.6	7.0	.0013
Lamar	444,476	18,609	24.5	25.1	11.8	10.3	.0155
Lamb	123,900	14,697	32.4	21.6	8.4	5.5	.0039
Lampasas	135,616	16,469	30.6	23.3	8.9	8.4	.0043
La Salle	36,473	12,585	26.7	16.7	9.1	4.9	.0014
Lavaca	172,841	17,413	22.9	24.0	11.7	9.0	.0056
Lee	105,742	15,846	24.7	22.5	12.4	6.5	.0037
Leon	125,112	14,746	21.7	21.7	9.5	9.9	.0040
Limestone	196,787	14,764	25.2	21.7	8.5	8.4	.0068
Lipscomb	38,415	21,517	24.3	27.0	11.9	14.8	.0010
Live Oak	80,043	17,587	26.8	25.2	10.9	8.6	.0030
Llano	142,173	16,560	31.8	22.0	10.0	8.6	.0041
Loving	2,379	8,909	2.0	10.0	3.0	3.0	.0001
Lynn	49,232	14,038	30.2	21.3	8.1	4.8	.0016
McCulloch	82,037	14,225	30.1	19.0	6.8	8.9	.0031
McMullen	10,218	24,636	26.0	29.3	18.0	13.7	.0003
Madison	111,266	18,333	23.0	20.6	13.2	12.9	.0034
Marion	87,934	15,179	23.3	26.0	9.4	5.3	.0027
Martin	46,614	21,895	25.6	24.6	12.9	15.1	.0015
Mason	27,831	13,000	30.3	18.4	7.5	4.8	.0011
Matagorda	572,760	32,237	15.7	22.0	23.2	21.9	.0155
Maverick	183,603	12,434	32.5	19.6	5.5	2.8	.0083
Medina	240,681	18,489	27.5	26.2	11.5	8.8	.0088
Menard	13,913	11,026	32.5	15.3	4.6	1.9	.0004
Milam	223,860	18,045	21.1	20.1	16.1	10.5	.0072
Mills	41,966	17,000	28.9	25.1	10.2	6.6	.0012
Mitchell	79,222	16,329	25.2	21.2	10.0	10.3	.0026
Montague	148,912	15,083	29.6	23.7	8.8	4.7	.0051
Moore	173,701	23,379	24.2	34.6	15.9	8.6	.0055
Morris	135,111	20,898	20.2	27.9	16.9	6.9	.0040
Motley	14,004	11,059	28.5	15.2	7.0	4.1	.0003
Nacogdoches	491,271	16,894	26.8	23.4	10.1	9.5	.0179
Navarro	378,050	16,760	26.6	23.2	11.2	8.8	.0132
Newton	133,948	20,922	21.5	22.7	17.6	11.2	.0035
Nolan	163,507	18,753	26.1	25.9	11.9	9.2	.0054
Ochiltree	100,298	24,675	24.9	32.6	17.1	10.7	.0031
Oldham	15,073	15,120	37.6	22.0	7.6	7.1	.0005

TEXAS (cont.)

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Palo Pinto	252,907	18,431	27.4	26.6	10.6	8.8	.0082
Panola	231,884	21,952	21.6	26.3	16.7	10.4	.0069
Parmer	193,341	45,865	8.8	17.8	17.2	45.7	.0044
Pecos	126,850	21,379	26.8	30.0	16.1	7.0	.0044
Polk	275,986	15,123	28.9	20.7	10.0	7.7	.0096
Presidio	29,624	10,298	27.5	15.4	5.2	2.8	.0014
Rains	63,368	15,900	25.2	26.5	7.1	6.6	.0019
Reagan	40,493	22,968	25.4	34.4	13.6	9.3	.0014
Real	17,343	11,451	32.5	15.2	4.7	4.9	.0006
Red River	114,548	12,305	29.1	18.3	6.1	4.6	.0039
Reeves	116,476	17,605	25.8	26.1	9.6	8.7	.0040
Refugio	86,352	21,036	21.7	26.9	11.8	13.2	.0027
Roberts	11,984	21,714	25.2	28.3	11.4	15.3	.0003
Robertson	138,064	14,916	21.9	20.5	11.1	7.9	.0043
Runnels	110,160	17,232	26.3	25.7	10.3	7.4	.0032
Rusk	476,140	23,093	20.6	27.2	14.9	13.9	.0133
Sabine	88,946	14,504	26.0	21.7	9.8	5.4	.0028
San Augustine	81,086	15,176	26.8	21.3	8.3	8.8	.0025
San Jacinto	147,575	17,992	23.2	22.6	12.8	10.6	.0041
San Saba	56,629	15,574	28.5	21.5	8.7	8.7	.0017
Schleicher	23,706	18,565	26.6	26.4	11.9	8.3	.0006
Scurry	199,524	22,621	24.7	29.0	12.4	13.8	.0062
Shackelford	40,561	21,269	23.4	24.3	14.9	13.5	.0011
Shelby	209,984	14,871	23.0	21.9	10.1	6.6	.0068
Sherman	44,251	22,421	27.5	25.8	16.9	12.5	.0010
Somervell	65,055	23,351	21.8	27.0	16.0	12.9	.0017
Starr	160,129	10,266	26.6	16.2	4.2	4.0	.0073
Stephens	97,202	17,657	26.9	26.1	11.1	7.3	.0032
Sterling	9,703	14,636	30.1	21.4	9.3	6.5	.0004
Stonewall	25,162	18,591	27.4	24.7	13.6	8.5	.0006
Sutton	40,733	19,474	26.9	31.0	11.3	6.3	.0014
Swisher	63,927	13,971	31.8	21.3	5.9	5.7	.0021
Terrell	19,260	22,875	18.0	22.9	14.2	16.5	.0006
Terry	136,440	19,907	24.8	27.3	12.1	10.4	.0043
Throckmorton	14,126	10,071	27.0	14.8	3.7	4.9	.0004
Titus	251,918	21,688	21.0	26.8	15.1	11.6	.0088
Trinity	101,375	14,517	23.7	23.4	9.3	6.3	.0034
Tyler	179,071	17,433	24.7	24.8	11.6	8.4	.0055
Upshur	318,837	21,223	22.4	28.9	14.3	9.3	.0095
Upton	40,986	20,448	25.0	25.1	13.5	12.2	.0013
Uvalde	178,460	15,231	30.7	22.2	9.1	6.1	.0074
Val Verde	320,186	17,014	30.6	24.5	9.6	8.0	.0113
Van Zandt	396,111	18,453	26.1	24.9	13.6	8.4	.0122
Walker	570,238	20,262	21.8	23.1	13.6	13.8	.0179
Ward	123,726	22,378	22.8	29.5	14.7	10.6	.0038
Washington	290,835	21,375	21.5	23.8	15.6	13.2	.0091
Wharton	373,692	19,787	22.1	26.3	14.2	9.1	.0123
Wheeler	71,662	16,788	24.7	24.1	10.2	9.1	.0022
Wilbarger	152,023	16,458	24.9	22.0	11.3	9.5	.0049
Willacy	94,695	11,689	29.0	16.9	5.8	5.4	.0040
Wilson	167,890	17,828	26.2	27.2	10.2	7.3	.0056
Winkler	78,541	22,443	20.5	31.8	15.1	8.1	.0025
Wise	380,254	22,981	22.0	28.1	15.2	12.6	.0128
Wood	301,380	18,452	25.2	25.1	13.4	8.6	.0097
Yoakum	117,189	27,940	17.0	29.5	22.9	13.3	.0032
Young	228,484	19,082	26.1	25.3	10.9	11.6	.0066
Zapata	50,674	11,705	29.4	17.7	5.7	4.4	.0018
Zavala	66,524	14,231	33.0	19.6	7.5	6.3	.0024
TOTAL METRO COUNTIES	**168,002,118**	**25,461**	**21.7**	**26.4**	**17.0**	**17.0**	**5.3765**
TOTAL STATE	**198,479,285**	**23,975**	**22.4**	**26.0**	**16.1**	**15.6**	**6.3534**

Utah

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
PROVO-OREM	**252.2**	**.1009**	**23.3**	**18.2**	**16.5**	**14.3**	**14.7**	**69.1**
Utah	252.2	.1009	23.3	18.2	16.5	14.3	14.7	69.1
• Orem	63.3	.0253	22.6	12.0	18.2	15.3	12.3	17.4
• Provo	77.9	.0312	22.9	35.4	16.4	9.5	13.6	21.5
SUBURBAN TOTAL	111.0	.0444	24.6	9.8	15.5	17.1	16.8	30.2
SALT LAKE CITY–OGDEN	**1,069.0**	**.4278**	**27.9**	**10.8**	**18.5**	**18.7**	**18.1**	**349.0**
Davis	187.7	.0751	25.6	10.1	16.8	20.4	13.9	53.0
Salt Lake	720.9	.2885	28.1	10.9	19.2	18.4	18.3	241.1
• Salt Lake City	158.4	.0634	31.9	13.4	20.3	14.8	28.9	68.6
Sandy	71.9	.0288	24.5	6.3	24.6	18.8	6.1	18.8
Weber	160.4	.0642	29.1	11.3	16.4	18.3	22.0	54.9
• Ogden	68.2	.0273	30.7	13.3	16.4	15.3	27.8	26.5
SUBURBAN TOTAL	842.4	.3371	26.8	10.1	18.2	19.8	15.3	253.9
OTHER COUNTIES								
Beaver	4.9	.0020	32.3	7.3	12.9	16.3	30.3	1.5
Box Elder	38.7	.0155	28.1	8.6	14.0	19.3	21.1	11.4
Cache	68.2	.0273	24.9	17.7	17.0	14.9	17.8	21.2
Carbon	23.3	.0093	29.0	10.4	17.6	16.6	22.8	7.8
Daggett	.7	.0003	27.6	10.0	18.8	19.0	17.0	.2
Duchesne	14.1	.0056	24.9	9.5	15.8	18.0	16.0	4.0
Emery	12.5	.0050	24.7	10.1	17.2	17.2	15.2	3.5
Garfield	4.0	.0017	31.4	8.4	15.1	17.6	27.0	1.2
Grand	7.6	.0030	28.8	10.3	18.4	20.5	18.0	2.7
Iron	19.4	.0078	25.1	14.7	15.2	16.5	18.4	5.9
Juab	5.7	.0022	29.4	7.8	14.8	16.4	25.3	1.7
Kane	5.1	.0021	30.8	5.9	14.4	18.1	25.8	1.6
Millard	12.8	.0051	29.2	7.0	13.5	16.1	26.0	3.9
Morgan	5.7	.0023	27.8	8.1	12.8	23.8	16.9	1.6
Piute	1.5	.0006	35.2	5.3	10.9	17.4	32.8	.4
Rich	2.2	.0009	26.6	10.5	17.6	15.4	19.8	.7

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
PROVO-OREM	**1,000,293**	**212,453**	**78,002**	**157,824**	**51,948**	**181,638**	**31,399**
Utah	1,000,293	212,453	78,002	157,824	51,948	181,638	31,399
• Orem	389,685	58,423	23,394	89,588	27,858	56,847	8,612
• Provo	316,588	61,763	26,964	34,990	14,016	77,779	15,685
SUBURBAN TOTAL	294,020	92,267	27,644	33,246	10,074	47,012	7,102
SALT LAKE CITY–OGDEN	**6,719,424**	**1,411,860**	**627,836**	**849,581**	**418,208**	**1,571,889**	**105,161**
Davis	862,894	210,247	51,509	80,647	64,230	250,494	14,063
Salt Lake	4,779,131	950,101	501,011	592,230	300,870	1,078,784	65,636
• Salt Lake City	1,804,893	296,589	273,241	193,277	106,023	394,688	31,602
Sandy	303,015	89,431	26,410	45,329	17,644	29,068	1,714
Weber	1,077,399	251,512	75,316	176,704	53,108	242,611	25,462
• Ogden	731,498	120,991	49,151	153,537	29,074	158,792	17,354
SUBURBAN TOTAL	4,183,033	994,280	305,444	502,767	283,111	1,018,409	56,205
OTHER COUNTIES							
Beaver	18,145	5,000	1,695	181	430	361	772
Box Elder	135,359	31,659	15,887	10,923	4,299	31,033	3,528
Cache	272,309	62,738	25,700	33,453	16,739	41,829	10,290
Carbon	95,556	29,301	7,571	9,897	5,327	19,537	5,040
Daggett	2,494	446	127	1,112	12	26	1
Duchesne	49,036	13,015	1,674	5,276	2,079	11,675	1,303
Emery	23,208	4,980	2,849	1,119	356	1,184	236
Garfield	11,683	2,823	1,735	282	72	1,419	436
Grand	30,787	10,578	2,786	1,207	736	2,967	708
Iron	114,760	18,907	13,116	8.812	4,004	30,108	1,718
Juab	23,985	3,739	1,494	21	287	3,855	8
Kane	19,322	4,652	2,085	495	791	1,229	261
Millard	39,122	9,970	2,476	729	1,903	5,992	1,060
Morgan	8,818	4,626	882	26	108	1,801	327
Piute	2,370	874	90	466	36	100	4
Rich	4,553	767	349	565	40	100	4

UTAH (cont.)

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
San Juan	12.2	.0049	22.0	9.6	15.4	16.4	14.0	3.1
Sanpete	17.1	.0068	27.8	11.1	13.1	14.8	25.8	5.1
Sevier	16.3	.0066	29.4	7.7	14.2	17.2	24.8	5.1
Summit	14.9	.0059	29.0	9.0	21.6	20.8	16.3	5.1
Tooele	29.6	.0119	27.7	9.0	16.0	20.5	17.8	9.1
Uintah	24.0	.0096	25.6	10.2	17.4	18.7	15.0	7.1
Wasatch	10.5	.0042	27.8	8.6	16.8	17.4	20.6	3.3
Washington	45.4	.0182	28.5	9.6	13.3	14.7	26.6	13.6
Wayne	2.3	.0009	31.2	6.3	14.3	16.3	28.2	.6
TOTAL METRO COUNTIES	**1,321.2**	**.5287**	**26.9**	**12.2**	**18.1**	**17.9**	**17.4**	**418.1**
TOTAL STATE	**1,719.9**	**.6884**	**26.9**	**11.9**	**17.4**	**17.7**	**18.2**	**539.5**

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
San Juan	21,152	6,568	1,832	3,922	442	3,737	477
Sanpete	50,773	20,923	2,834	735	1,911	8,709	1,644
Sevier	79,666	13,329	5,129	5,582	2,113	20,358	1,595
Summit	125,068	39,952	23,899	153	2,528	5,859	2,669
Tooele	93,228	26,787	6,904	3,176	1,417	19,957	905
Uintah	88,338	21,536	7,357	9,083	1,288	20,867	1,183
Wasatch	29,112	8,724	3,620	1,019	609	2,969	2,328
Washington	277,918	61,589	20,717	17,341	18,688	78,830	6,574
Wayne	4,433	2,135	486	386	123	314	11
TOTAL METRO COUNTIES	**7,719,717**	**1,624,313**	**705,838**	**1,007,405**	**470,156**	**1,753,527**	**136,560**
TOTAL STATE	**9,340,912**	**2,029,931**	**859,132**	**1,123,366**	**536,494**	**2,068,343**	**179,642**

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
PROVO–OREM	**1,870,482**	**21,197**	**28.7**	**29.5**	**14.6**	**8.5**	**.0661**
Utah	1,870,482	21,197	28.7	29.5	14.6	8.5	.0661
• Orem	479,979	22,938	27.9	32.5	16.4	8.2	.0192
• Provo	537,651	16,860	34.9	23.0	9.9	8.0	.0199
SUBURBAN TOTAL	852,852	23,765	24.6	32.6	16.9	9.1	.0270
SALT LAKE CITY–OGDEN	**11,145,168**	**26,355**	**22.3**	**31.4**	**18.3**	**14.1**	**.3720**
Davis	1,675,417	27,277	22.3	35.8	20.2	11.8	.0555
Salt Lake	7,854,942	26,666	21.8	30.5	18.3	15.1	.2604
• Salt Lake City	1,858,237	19,124	28.6	25.2	12.0	10.7	.0724
Sandy	727,485	34,517	11.6	34.2	28.8	19.8	.0221
Weber	1,614,809	24,024	24.4	31.2	16.5	11.9	.0561
• Ogden	687,437	19,654	28.8	27.7	12.3	9.2	.0287
SUBURBAN TOTAL	8,599,494	28,768	19.9	33.3	20.7	15.6	.2709
OTHER COUNTIES							
Beaver	31,443	16,500	36.1	24.6	11.0	3.4	.0012
Box Elder	422,678	31,469	16.4	29.5	21.5	22.1	.0119
Cache	618,290	23,190	25.7	31.3	14.5	11.7	.0195
Carbon	245,605	28,313	19.9	30.9	22.1	12.6	.0074
Daggett	5,094	22,000	23.0	33.0	18.0	3.5	.0002
Duchesne	121,374	25,731	20.4	35.0	18.1	11.4	.0038
Emery	108,211	28,536	19.1	33.6	22.7	11.6	.0030

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
Garfield	21,321	13,852	36.9	24.1	5.1	1.8	.0009
Grand	68,464	21,530	26.7	31.9	15.6	6.3	.0022
Iron	139,338	18,655	32.7	30.2	10.0	5.9	.0057
Juab	34,153	16,597	36.6	30.7	5.1	3.5	.0013
Kane	36,837	18,692	30.9	30.0	10.3	5.7	.0014
Millard	97,044	19,540	29.1	28.5	12.6	7.6	.0032
Morgan	54,491	29,793	16.8	32.8	20.7	18.1	.0013
Piute	7,214	13,476	38.9	19.3	4.5	3.5	.0004
Rich	19,897	23,385	24.7	30.2	16.0	10.4	.0005
San Juan	58,064	15,773	33.1	27.1	6.1	2.6	.0023
Sanpete	107,328	16,180	30.3	26.3	9.1	4.2	.0039
Sevier	126,154	20,843	27.1	34.1	12.3	5.6	.0046
Summit	163,711	24,752	24.0	32.4	15.9	12.9	.0058
Tooele	311,216	30,121	17.4	32.7	22.8	16.2	.0088
Uintah	236,235	29,599	16.1	29.5	22.4	16.2	.0070
Wasatch	71,014	17,514	33.1	28.7	9.4	4.2	.0024
Washington	320,977	18,520	29.8	28.8	10.9	6.3	.0133
Wayne	16,050	20,000	25.8	28.2	13.8	8.0	.0006
TOTAL METRO COUNTIES	**13,015,650**	**25,479**	**23.3**	**31.1**	**17.7**	**13.2**	**.4381**
TOTAL STATE	**16,457,853**	**24,294**	**23.6**	**30.9**	**17.2**	**12.7**	**.5507**

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Vermont

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
BURLINGTON	**136.6**	**.0547**	**29.8**	**15.6**	**19.5**	**21.0**	**18.9**	**50.8**
Chittenden	131.4	.0526	29.7	15.9	19.4	21.0	18.7	48.9
• Burlington	38.9	.0156	28.3	26.0	17.5	15.0	23.3	15.1
Grand Isle	5.2	.0021	33.3	8.0	18.4	20.9	25.9	1.9
SUBURBAN TOTAL	97.7	.0391	30.3	11.5	20.2	23.4	17.2	35.7
OTHER COUNTIES								
Addison	32.0	.0128	30.5	13.0	18.5	19.5	22.2	11.4
Bennington	36.1	.0145	34.5	9.7	16.0	20.4	28.8	14.4
Caledonia	28.6	.0114	33.0	9.6	17.2	19.2	27.4	11.0
Essex	7.2	.0029	33.8	8.3	16.0	20.4	27.7	2.7
Franklin	38.1	.0152	32.0	8.7	17.3	19.8	24.9	13.7
Lamoille	18.7	.0075	31.3	11.6	19.8	20.0	22.6	7.3
Orange	25.3	.0101	32.4	9.6	18.0	20.0	25.4	9.4
Orleans	24.6	.0099	33.0	8.3	16.8	19.4	27.3	9.1
Rutland	62.6	.0250	33.7	10.5	17.4	19.7	28.1	24.1
Washington	55.6	.0223	33.2	10.4	17.8	20.7	26.2	21.8
Windham	40.1	.0160	33.7	8.9	19.3	19.8	27.8	16.6
Windsor	56.7	.0227	34.9	8.3	17.7	20.9	28.9	23.1
TOTAL METRO COUNTIES	**136.6**	**.0547**	**29.8**	**15.6**	**19.5**	**21.0**	**18.9**	**50.8**
TOTAL STATE	**562.2**	**.2250**	**32.3**	**11.2**	**18.2**	**20.3**	**24.8**	**215.4**

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
BURLINGTON	**1,256,207**	**273,293**	**146,152**	**117,809**	**66,389**	**230,375**	**30,259**
Chittenden	1,237,298	271,704	144,214	116,289	66,201	222,992	30,071
• Burlington	372,697	56,687	56,997	62,146	16,025	22,798	9,445
Grand Isle	18,909	1,589	1,938	1,520	188	7,383	188
SUBURBAN TOTAL	883,510	216,606	89,155	55,663	50,364	207,577	20,814
OTHER COUNTIES							
Addison	204,370	44,390	18,380	12,656	3,004	55,729	7,200
Bennington	448,530	79,641	38,788	22,010	19,702	84,094	10,079
Caledonia	186,128	46,055	15,131	14,694	8,115	45,393	5,042
Essex	11,040	3,086	2,643	30	127	1,053	11
Franklin	269,154	73,428	16,312	15,317	10,749	69,398	7,999
Lamoille	144,464	40,802	20,129	9,562	3,826	12,076	5,803
Orange	132,424	37,928	12,771	2,784	2,146	17,428	3,875
Orleans	171,998	42,494	12,047	16,358	4,572	48,298	5,724
Rutland	586,125	121,007	62,463	44,116	23,554	141,689	15,807
Washington	474,039	95,801	39,644	33,112	24,035	117,077	10,878
Windham	444,869	92,017	45,767	20,265	23,485	84,012	10,906
Windsor	399,685	87,244	43,548	13,634	14,692	122,704	5,898
TOTAL METRO COUNTIES	**1,256,207**	**273,293**	**146,152**	**117,809**	**66,389**	**230,375**	**30,259**
TOTAL STATE	**4,729,033**	**1,037,186**	**473,775**	**322,347**	**204,396**	**1,029,326**	**119,481**

EFFECTIVE BUYING INCOME—1989

% of Hsls. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
BURLINGTON	**1,944,335**	**29,307**	**19.8**	**26.9**	**18.1**	**22.6**	**.0625**
Chittenden	1,879,083	29,424	19.6	26.8	18.1	22.8	.0607
• Burlington	500,912	22,595	25.1	26.8	12.8	15.7	.0172
Grand Isle	65,252	27,050	22.4	29.9	17.6	17.3	.0018
SUBURBAN TOTAL	1,443,423	32,526	17.5	26.9	20.4	25.5	.0453
OTHER COUNTIES							
Addison	373,888	25,004	23.9	31.5	16.2	14.2	.0118
Bennington	479,530	24,850	24.5	31.4	16.0	14.4	.0180
Caledonia	288,067	20,058	29.4	30.6	12.3	7.3	.0099
Essex	68,435	20,130	31.8	32.5	12.1	5.7	.0018

EFFECTIVE BUYING INCOME—1989

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Franklin	404,056	22,622	25.6	29.1	15.6	11.3	.0139
Lamoille	214,852	22,897	25.4	32.8	13.6	10.0	.0072
Orange	292,937	23,903	26.7	31.9	15.9	11.7	.0088
Orleans	233,680	19,286	31.1	30.1	10.3	7.6	.0085
Rutland	747,374	24,166	25.0	30.7	16.5	11.9	.0266
Washington	657,921	22,980	26.1	30.4	15.4	11.5	.0227
Windham	540,464	24,283	25.5	29.8	15.8	14.4	.0191
Windsor	685,933	23,022	25.7	31.8	14.6	10.9	.0221
TOTAL METRO COUNTIES	**1,944,335**	**29,307**	**19.8**	**26.9**	**18.1**	**22.6**	**.0625**
TOTAL STATE	**6,931,472**	**24,343**	**24.6**	**29.8**	**15.8**	**14.1**	**.2329**

Virginia

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
CHARLOTTESVILLE	**128.0**	**.0511**	**31.0**	**16.8**	**19.8**	**19.8**	**22.2**	**49.2**
Albemarle	65.1	.0260	30.4	17.4	19.9	21.1	19.7	24.7
Charlottesville city	41.2	.0165	30.9	20.3	20.0	16.7	25.1	16.8
• Charlottesville	41.2	.0165	30.9	20.3	20.0	16.7	25.1	16.8
Fluvanna	12.2	.0048	33.7	8.9	16.5	21.4	26.5	4.4
Greene	9.5	.0038	32.1	8.4	20.5	22.7	21.3	3.3
SUBURBAN TOTAL	86.8	.0346	31.0	15.2	19.5	21.3	20.8	32.4
DANVILLE	**111.2**	**.0445**	**35.1**	**9.6**	**16.1**	**20.7**	**29.4**	**40.7**
Danville city	44.9	.0180	37.6	9.6	15.3	19.2	34.3	17.7
• Danville	44.9	.0180	37.6	9.6	15.3	19.2	34.3	17.7
Pittsylvania	66.3	.0265	33.7	9.5	16.7	21.7	26.1	23.0
SUBURBAN TOTAL	66.3	.0265	33.7	9.5	16.7	21.7	26.1	23.0

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
CHARLOTTESVILLE	**1,063,350**	**227,625**	**93,575**	**116,395**	**57,462**	**199,772**	**33,482**
Albemarle	194,281	35,354	14,248	48,641	5,562	13,703	2,362
Charlottesville city	831,404	178,335	77,227	66,930	51,264	180,304	30,593
• Charlottesville	831,404	178,335	77,227	66,930	51,264	180,304	30,593
Fluvanna	17,091	7,258	783	108	148	2,647	103
Greene	20,574	6,678	1,317	716	488	3,118	424
SUBURBAN TOTAL	231,946	49,290	16,348	49,465	6,198	19,468	2,889
DANVILLE	**648,638**	**159,647**	**61,454**	**87,518**	**30,353**	**134,417**	**32,155**
Danville city	546,612	127,331	51,850	81,779	27,768	118,004	26,120
• Danville	546,612	127,331	51,850	81,779	27,768	118,004	26,120
Pittsylvania	102,026	32,316	9,604	5,739	2,585	16,413	6,035
SUBURBAN TOTAL	102,026	32,316	9,604	5,739	2,585	16,413	6,035

METRO & COUNTY TOTALS

VA. (cont.)

POPULATION—12/31/89

RETAIL SALES BY STORE GROUP—1989

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
LYNCHBURG	**149.3**	**.0596**	**33.6**	**11.7**	**16.7**	**21.6**	**26.0**	**52.4**	**941,301**	**198,714**	**86,554**	**149,563**	**44,831**	**170,061**	**39,930**
Amherst	31.2	.0124	33.5	10.5	17.7	23.0	24.4	10.2	107,747	39,509	10,085	11,227	2,208	14,587	4,568
Campbell	49.7	.0198	33.0	9.2	17.4	24.6	21.9	16.6	199,886	53,389	14,716	11,270	7,546	53,632	11,855
Lynchburg city	68.4	.0274	34.1	14.1	15.7	18.8	29.8	25.6	633,668	105,816	61,753	127,066	35,077	101,842	23,507
• Lynchburg	68.4	.0274	34.1	14.1	15.7	18.8	29.8	25.6	633,668	105,816	61,753	127,066	35,077	101,842	23,507
SUBURBAN TOTAL	80.9	.0322	33.2	9.7	17.4	24.0	22.9	26.8	307,633	92,898	24,801	22,497	9,754	68,219	16,423
NORFOLK–VIRGINIA BEACH–NEWPORT NEWS	**1,380.9**	**.5526**	**30.1**	**14.8**	**18.7**	**20.9**	**20.0**	**476.2**	**9,878,955**	**2,011,606**	**1,010,922**	**1,167,538**	**595,185**	**2,157,371**	**298,993**
Chesapeake city	146.4	.0586	31.3	10.0	17.8	23.4	20.1	48.8	963,304	210,375	75,886	109,966	22,862	277,483	32,011
Chesapeake	146.4	.0586	31.3	10.0	17.8	23.4	20.1	48.8	963,304	210,375	75,886	109,966	22,862	277,483	32,011
Gloucester	31.0	.0124	35.3	8.5	16.3	23.2	27.4	11.2	154,871	42,762	17,393	15,824	5,686	31,305	4,480
Hampton city	129.8	.0520	30.8	13.8	17.5	22.6	20.1	45.9	1,312,934	206,586	94,328	144,167	77,882	237,591	33,818
• Hampton	129.8	.0520	30.8	13.8	17.5	22.6	20.1	45.9	1,312,934	206,586	94,328	144,167	77,882	237,591	33,818
James City	29.6	.0118	33.2	9.8	17.9	23.3	23.6	10.6	191,467	18,874	11,671	9	85,086	13,138	253
Newport News city	165.5	.0663	30.8	13.0	19.3	20.4	21.4	60.4	1,160,712	202,454	90,834	166,554	48,237	326,338	28,155
• Newport News	165.5	.0663	30.8	13.0	19.3	20.4	21.4	60.4	1,160,712	202,454	90,834	166,554	48,237	326,338	28,155
Norfolk city	283.4	.1134	27.1	25.0	18.2	14.8	20.8	95.6	1,849,910	354,863	199,187	317,611	105,117	387,885	67,415
• Norfolk	283.4	.1134	27.1	25.0	18.2	14.8	20.8	95.6	1,849,910	354,863	199,187	317,611	105,117	387,885	67,415
Poquoson city	11.3	.0045	34.0	7.5	15.6	30.5	18.1	3.7	23,127	12,694	1,806	18	201	2,801	1,130
Poquoson	11.3	.0045	34.0	7.5	15.6	30.5	18.1	3.7	23,127	12,694	1,806	18	201	2,801	1,130
Portsmouth city	111.6	.0447	32.3	11.3	17.1	18.1	27.3	40.6	598,908	175,225	51,951	60,717	19,155	148,369	26,350
• Portsmouth	111.6	.0447	32.3	11.3	17.1	18.1	27.3	40.6	598,908	175,225	51,951	60,717	19,155	148,369	26,350
Suffolk city	54.3	.0217	34.4	9.1	15.3	21.2	27.8	18.6	251,386	51,432	14,613	13,262	7,021	59,468	10,237
• Suffolk	54.3	.0217	34.4	9.1	15.3	21.2	27.8	18.6	251,386	51,432	14,613	13,262	7,021	59,468	10,237
Virginia Beach city	362.1	.1449	29.6	12.7	21.0	23.9	14.8	123.0	2,869,210	606,841	343,697	306,030	186,851	620,034	77,044
• Virginia Beach	362.1	.1449	29.6	12.7	21.0	23.9	14.8	123.0	2,869,210	606,841	343,697	306,030	186,851	620,034	77,044
Williamsburg city	12.4	.0049	24.4	45.5	13.5	10.9	21.6	4.0	361,873	76,669	91,778	16,972	31,433	44,358	9,802
Williamsburg	12.4	.0049	24.4	45.5	13.5	10.9	21.6	4.0	361,873	76,669	91,778	16,972	31,433	44,358	9,802
York	43.5	.0174	32.1	8.7	17.3	28.0	17.0	13.8	141,253	52,831	17,778	16,408	5,654	8,601	8,298
SUBURBAN TOTAL	274.2	.1096	31.9	11.1	17.3	23.8	20.8	92.1	1,835,895	414,205	216,312	159,197	150,922	377,686	55,974
RICHMOND–PETERSBURG	**855.0**	**.3424**	**32.8**	**10.6**	**19.4**	**22.0**	**23.6**	**312.7**	**6,755,285**	**1,345,520**	**602,159**	**863,661**	**317,751**	**1,566,078**	**229,489**
Charles City	6.8	.0028	31.2	10.9	17.5	21.9	21.5	2.0	5,017	1,019	1,510	1,122	103	271	10
Chesterfield	194.1	.0777	30.9	9.0	21.0	26.1	15.2	64.9	1,540,846	233,267	117,885	196,552	69,536	466,990	40,708
Colonial Heights city	17.3	.0069	36.1	8.9	15.3	25.0	27.0	6.1	122,060	33,941	13,539	15,574	3,878	19,290	6,876
Colonial Heights	17.3	.0069	36.1	8.9	15.3	25.0	27.0	6.1	122,060	33,941	13,539	15,574	3,878	19,290	6,876
Dinwiddie	22.0	.0088	34.1	9.9	15.9	23.3	25.3	6.2	22,872	11,271	3,059	47	439	2,415	616
Goochland	13.8	.0055	34.6	9.2	18.0	24.4	24.9	4.4	49,314	19,316	1,451	2,583	3,076	12,159	1,713
Hanover	60.3	.0242	34.3	9.3	16.4	25.4	23.4	20.1	390,667	91,910	34,456	19,331	25,014	60,366	14,464
Henrico	207.6	.0831	33.7	9.8	19.6	22.1	25.3	80.7	1,757,647	359,699	141,930	425,918	87,791	278,854	54,331
Hopewell city	24.0	.0096	33.1	10.4	16.7	21.0	25.8	9.1	154,212	35,243	15,988	25,371	3,925	21,745	8,161
Hopewell	24.0	.0096	33.1	10.4	16.7	21.0	25.8	9.1	154,212	35,243	15,988	25,371	3,925	21,745	8,161
New Kent	11.7	.0047	32.5	8.5	19.6	22.5	22.5	4.1	24,670	7,846	1,386	1,190	113	4,645	1,735
Petersburg city	40.9	.0164	33.7	10.7	16.4	19.1	28.8	15.5	511,717	102,811	34,916	97,420	17,669	121,573	15,701
• Petersburg	40.9	.0164	33.7	10.7	16.4	19.1	28.8	15.5	511,717	102,811	34,916	97,420	17,669	121,573	15,701
Powhatan	14.7	.0059	31.6	9.1	23.3	24.4	17.6	4.1	35,037	13,270	1,092	333	479	13,731	1,966
Prince George	26.5	.0106	27.6	16.3	21.4	22.2	11.9	6.6	35,672	4,164	7,983	20	290	14,843	9
Richmond city	215.3	.0862	33.6	13.0	19.6	17.2	30.0	88.9	2,105,554	431,763	226,964	78,200	105,438	549,196	83,199
• Richmond	215.3	.0862	33.6	13.0	19.6	17.2	30.0	88.9	2,105,554	431,763	226,964	78,200	105,438	549,196	83,199
SUBURBAN TOTAL	598.8	.2398	32.4	9.7	19.6	24.0	20.9	208.3	4,138,014	810,946	340,279	688,041	194,644	895,309	130,589

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VA. (cont.)

POPULATION—12/31/89

S&MM ESTIMATES

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
ROANOKE	**229.6**	**.0918**	**35.2**	**9.3**	**17.5**	**21.6**	**28.7**	**89.2**	**2,032,328**	**365,889**	**180,719**	**266,955**	**108,063**	**456,455**	**64,893**
Botetourt	26.6	.0106	35.1	7.8	17.1	24.4	25.7	9.4	70,688	17,299	2,397	446	563	8,155	742
Roanoke	78.0	.0312	34.8	8.6	17.8	25.6	24.0	27.6	332,374	104,194	33,325	24,517	23,647	30,690	9,847
Roanoke city	100.9	.0404	35.8	9.5	17.6	17.8	33.3	43.1	1,164,535	163,124	115,596	220,993	67,640	228,531	38,462
• Roanoke	100.9	.0404	35.8	9.5	17.6	17.8	33.3	43.1	1,164,535	163,124	115,596	220,993	67,640	228,531	38,462
Salem city	24.1	.0096	35.3	12.2	16.7	21.8	28.5	9.1	464,731	81,272	29,401	20,999	16,213	189,079	15,842
Salem	24.1	.0096	35.3	12.2	16.7	21.8	28.5	9.1	464,731	81,272	29,401	20,999	16,213	189,079	15,842
SUBURBAN TOTAL	128.7	.0514	34.9	9.1	17.3	24.7	25.2	46.1	867,793	202,765	65,123	45,962	40,423	227,924	26,431
OTHER COUNTIES															
Accomack	33.3	.0134	38.0	8.2	13.8	19.3	34.8	12.4	158,620	49,066	18,066	16,410	4,251	17,567	6,110
☐ Alexandria city	110.6	.0443	33.2	10.6	28.0	22.0	23.0	55.6	1,381,016	204,941	185,488	201,379	65,574	270,958	37,503
Alexandria	110.6	.0443	33.2	10.6	28.0	22.0	23.0	55.6	1,381,016	204,941	185,488	201,379	65,574	270,958	37,503
Alleghany	13.8	.0056	34.4	8.1	16.1	23.7	25.3	4.5	12,480	2,131	1,323	1,119	194	5,483	7
Amelia	9.0	.0036	34.7	9.0	15.3	22.4	27.1	2.8	18,572	5,510	700	1,178	458	4,028	1,512
Appomattox	13.1	.0053	35.1	8.6	14.7	23.1	27.2	4.7	42,741	12,534	3,041	834	1,175	8,261	2,689
☐ Arlington	157.6	.0631	34.1	12.4	25.7	21.4	26.3	75.9	1,185,009	203,292	189,599	93,185	43,340	367,067	43,429
• Arlington	157.6	.0631	34.1	12.4	25.7	21.4	26.3	75.9	1,185,009	203,292	189,599	93,185	43,340	367,067	43,429
Augusta	53.0	.0212	34.7	9.1	17.0	23.5	26.0	17.8	188,570	33,136	13,715	5,738	2,272	63,393	3,952
Bath	5.5	.0022	36.4	8.9	16.0	24.0	28.3	1.8	15,505	3,704	1,418	1,339	393	434	263
Bedford	43.4	.0174	34.4	8.0	17.6	23.3	25.7	14.5	40,630	10,827	3,261	94	1,523	6,716	1,388
Bedford city	6.4	.0025	41.2	8.3	14.0	18.6	39.5	2.5	101,178	33,727	5,482	6,041	4,002	14,426	5,931
Bedford	6.4	.0025	41.2	8.3	14.0	18.6	39.5	2.5	101,178	33,727	5,482	6,041	4,002	14,426	5,931
Bland	6.6	.0026	33.8	9.4	20.0	20.8	26.8	2.2	20,222	2,359	662	41	160	10,366	16
☐ Bristol city	18.0	.0072	37.2	10.0	14.7	20.6	32.7	7.3	212,482	40,279	18,444	23,150	12,218	45,775	7,470
• Bristol	18.0	.0072	37.2	10.0	14.7	20.6	32.7	7.3	212,482	40,279	18,444	23,150	12,218	45,775	7,470
Brunswick	16.1	.0065	33.7	11.4	14.3	18.8	29.4	5.1	43,830	15,230	3,090	2,308	1,414	10,001	2,081
Buchanan	36.5	.0146	29.3	10.7	18.0	22.0	17.7	11.8	120,926	44,769	6,529	7,313	6,530	21,599	10,743
Buckingham	12.9	.0052	34.5	9.1	14.8	19.3	30.0	4.1	33,711	10,882	1,474	2,490	577	10,444	745
Buena Vista city	6.5	.0026	34.1	10.2	16.0	22.4	26.1	2.3	38,003	15,480	2,525	1,174	416	4,384	1,057
Buena Vista	6.5	.0026	34.1	10.2	16.0	22.4	26.1	2.3	38,003	15,480	2,525	1,174	416	4,384	1,057
Caroline	20.7	.0083	32.3	10.0	16.4	21.2	24.4	6.6	44,612	15,807	3,813	482	837	6,732	1,224
Carroll	28.0	.0112	36.3	7.9	15.8	22.3	29.8	9.7	64,296	19,333	4,513	3,614	1,352	10,164	3,537
Charlotte	12.0	.0048	36.0	8.6	13.3	20.3	31.0	4.1	23,138	7,317	1,372	243	660	5,546	1,832
Clarke	11.4	.0045	36.3	7.1	17.0	22.5	29.7	4.1	22,817	8,029	2,828	1,245	922	2,001	480
Clifton Forge city	5.1	.0021	40.9	8.0	12.8	18.0	39.8	2.0	25,656	10,021	2,514	607	206	3,328	3,293
Clifton Forge	5.1	.0021	40.9	8.0	12.8	18.0	39.8	2.0	25,656	10,021	2,514	607	206	3,328	3,293
Covington city	7.6	.0030	38.2	9.7	14.8	18.4	35.7	2.9	136,368	24,277	8,721	18,275	5,508	47,675	5,282
Covington	7.6	.0030	38.2	9.7	14.8	18.4	35.7	2.9	136,368	24,277	8,721	18,275	5,508	47,675	5,282
Craig	4.4	.0018	35.9	8.4	16.8	22.5	29.0	1.5	4,211	2,662	365	14	53	151	176
Culpeper	26.5	.0106	34.2	8.5	16.6	21.8	26.8	9.0	174,150	44,922	15,677	24,616	9,094	30,379	8,088
Cumberland	8.8	.0035	34.5	7.8	14.2	20.9	28.4	2.9	28,773	9,122	877	182	1,581	4,525	250
Dickenson	20.1	.0081	31.3	9.8	16.8	21.2	22.5	6.8	56,574	16,479	3,905	7,801	1,150	12,023	3,868
Emporia city	4.6	.0019	39.6	8.2	13.0	18.0	37.8	1.9	96,137	24,251	8,974	4,003	3,333	21,204	5,339
Emporia	4.6	.0019	39.6	8.2	13.0	18.0	37.8	1.9	96,137	24,251	8,974	4,003	3,333	21,204	5,339
Essex	9.5	.0038	35.8	8.1	15.8	20.1	31.2	3.2	87,705	20,442	7,539	6,614	4,482	14,583	7,401
☐ Fairfax	764.3	.3059	32.8	8.9	19.7	28.6	17.1	280.1	6,942,913	1,412,105	668,748	959,837	478,978	1,500,447	201,136
☐ Fairfax city	20.2	.0080	32.6	12.3	19.8	24.6	20.7	7.4	279,798	69,378	70,999	46,321	47,816	356,002	32,673
Fairfax	20.2	.0080	32.6	12.3	19.8	24.6	20.7	7.4	279,798	69,378	70,999	46,321	47,816	356,002	32,673
☐ Falls Church city	9.6	.0039	37.6	7.8	20.8	23.5	31.2	4.6	264,687	34,173	23,374	2,432	22,471	116,717	10,698
Falls Church	9.6	.0039	37.6	7.8	20.8	23.5	31.2	4.6	264,687	34,173	23,374	2,432	22,471	116,717	10,698
Fauquier	47.7	.0191	33.6	9.0	16.8	24.9	22.8	16.2	289,475	93,742	27,539	14,650	5,791	52,238	9,117
Floyd	12.7	.0051	37.0	8.3	15.3	21.6	31.7	4.7	36,788	9,561	1,477	1,437	1,717	12,833	195
Franklin	39.5	.0158	33.8	10.7	16.8	22.6	25.3	13.6	143,290	41,540	11,310	11,190	6,782	28,013	7,131
Franklin city	7.9	.0031	34.6	9.6	15.3	18.3	31.0	2.7	91,012	26,761	5,027	12,179	5,110	16,947	5,484
Franklin	7.9	.0031	34.6	9.6	15.3	18.3	31.0	2.7	91,012	26,761	5,027	12,179	5,110	16,947	5,484
Frederick	40.9	.0164	32.7	8.5	17.9	24.7	21.3	13.4	139,147	24,578	13,499	7,224	4,836	38,138	1,455
Fredericksburg city	21.0	.0084	33.9	17.7	15.7	17.3	31.0	8.4	545,568	90,118	76,207	72,019	20,228	104,979	16,881
Fredericksburg	21.0	.0084	33.9	17.7	15.7	17.3	31.0	8.4	545,568	90,118	76,207	72,019	20,228	104,979	16,881
Galax city	6.7	.0027	40.4	8.2	14.4	20.4	37.2	2.9	118,707	21,727	9,936	20,937	5,812	21,777	6,465
Galax	6.7	.0027	40.4	8.2	14.4	20.4	37.2	2.9	118,707	21,727	9,936	20,937	5,812	21,777	6,465
Giles	17.7	.0071	35.6	8.1	15.8	21.3	29.6	6.2	85,329	30,901	5,807	4,275	2,797	17,574	5,344
Grayson	16.7	.0067	37.0	8.3	15.1	22.0	31.2	6.3	20,985	7,975	1,316	1,285	2,162	4,253	551
Greensville	10.2	.0041	31.9	9.0	15.3	19.7	25.6	3.1	7,121	447	1,022	407	41	118	4
Halifax	29.8	.0119	34.9	9.0	15.7	20.9	28.8	9.7	60,439	22,600	2,993	2,939	2,117	6,128	2,202
Harrisonburg city	29.5	.0118	27.8	30.2	14.5	15.6	23.9	9.9	438,740	79,408	32,089	82,296	38,006	86,361	15,500
Harrisonburg	29.5	.0118	27.8	30.2	14.5	15.6	23.9	9.9	438,740	79,408	32,089	82,296	38,006	86,361	15,500
Henry	60.7	.0243	33.7	9.4	16.4	25.1	22.8	21.3	199,772	53,801	14,693	4,814	5,087	38,835	13,222
Highland	2.9	.0011	37.4	9.6	16.3	20.3	33.3	1.1	6,092	948	485	188	235	427	8
Isle of Wight	26.7	.0107	33.3	9.4	17.0	22.4	24.7	9.0	85,411	32,968	5,492	4,293	1,137	13,145	5,170
King and Queen	6.3	.0026	35.6	8.7	15.7	19.5	31.3	2.3	5,423	1,555	464	55	45	2,857	6
King George	13.0	.0052	32.2	8.3	17.5	23.6	21.5	4.3	35,551	15,125	4,159	569	591	4,592	1,104
King William	10.8	.0043	33.9	8.0	17.2	22.1	25.9	3.8	68,282	18,141	2,106	1,259	4,386	23,430	3,286
Lancaster	11.2	.0045	43.3	7.3	12.2	18.7	41.9	4.5	82,940	26,897	5,246	3,284	6,723	18,149	2,874
Lee	26.6	.0106	34.2	8.4	15.6	19.7	29.1	9.3	88,138	41,607	5,642	5,226	1,339	14,727	4,311

METRO & COUNTY TOTALS

VA. (cont.)

POPULATION—12/31/89

RETAIL SALES BY STORE GROUP—1989

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
Lexington city	6.8	.0027	24.6	39.0	10.2	13.4	24.2	2.0	94,808	18,739	13,346	9,322	3,820	11,837	4,606
Lexington	6.8	.0027	24.6	39.0	10.2	13.4	24.2	2.0	94,808	18,739	13,346	9,322	3,820	11,837	4,606
☐ Loudoun	77.9	.0312	31.9	7.5	19.8	27.0	16.8	26.6	673,637	170,484	62,069	26,483	25,208	175,989	20,854
Louisa	20.7	.0083	34.8	8.9	15.3	21.6	28.1	7.1	40,155	9,865	2,541	5,166	898	6,417	1,138
Lunenburg	12.1	.0048	36.3	8.2	14.3	20.1	31.9	4.2	36,227	10,969	1,661	1,757	997	4,955	3,112
Madison	11.5	.0046	35.3	8.4	16.1	20.9	29.5	4.0	36,860	8,434	1,899	884	796	4,000	1,104
☐ Manassas city	22.8	.0091	29.3	9.8	23.9	22.1	14.3	7.8	632,723	130,287	31,201	35,148	30,300	267,372	17,448
Manassas	22.8	.0091	29.3	9.8	23.9	22.1	14.3	7.8	632,723	130,287	31,201	35,148	30,300	267,372	17,448
☐ Manassas Park city	7.4	.0030	26.5	11.6	21.1	21.3	10.8	2.3	7,657	2,677	251	1,263	226	582	826
Manassas Park	7.4	.0030	26.5	11.6	21.1	21.3	10.8	2.3	7,657	2,677	251	1,263	226	582	826
Martinsville city	18.9	.0075	38.0	8.5	14.8	20.2	33.9	7.2	261,273	43,826	18,033	47,932	12,655	46,573	11,478
Martinsville	18.9	.0075	38.0	8.5	14.8	20.2	33.9	7.2	261,273	43,826	18,033	47,932	12,655	46,573	11,478
Mathews	9.0	.0036	42.5	7.1	12.2	20.2	40.6	3.8	21,744	8,000	1,208	388	1,075	3,298	1,384
Mecklenburg	30.0	.0120	36.0	8.7	15.2	19.9	31.5	10.7	160,754	35,868	14,685	14,381	8,076	33,896	7,534
Middlesex	8.9	.0036	42.2	7.0	12.9	19.2	40.1	3.5	37,761	15,798	3,049	851	1,826	4,625	1,978
Montgomery	70.1	.0281	25.9	29.5	17.0	17.6	16.9	23.9	530,990	105,020	50,051	56,795	24,178	150,313	10,497
Nelson	12.5	.0050	36.8	8.2	15.1	21.1	31.6	4.4	66,950	10,998	995	2,181	862	34,544	1,358
Northampton	14.8	.0059	37.5	9.7	13.1	18.2	34.8	5.6	52,716	21,150	4,534	2,359	1,203	3,596	5,198
Northumberland	10.4	.0041	43.6	7.6	12.1	18.2	42.2	4.2	32,724	10,348	1,315	1,399	469	3,626	2,189
Norton city	4.5	.0018	34.0	9.6	15.9	19.3	29.2	1.6	64,985	8,027	5,226	7,553	1,856	15,987	5,036
Norton	4.5	.0018	34.0	9.6	15.9	19.3	29.2	1.6	64,985	8,027	5,226	7,553	1,856	15,987	5,036
Nottoway	15.2	.0061	39.3	8.2	12.7	19.4	36.4	5.3	83,652	20,953	5,028	7,423	3,970	26,215	4,511
Orange	22.2	.0089	35.7	8.4	15.4	21.6	29.4	7.8	99,413	24,625	5,413	4,417	3,525	27,890	6,862
Page	21.6	.0087	35.7	8.3	15.9	21.9	29.3	8.0	159,647	29,664	10,902	7,217	3,642	85,994	4,725
Patrick	18.5	.0074	36.3	7.8	15.3	23.5	28.7	6.5	61,560	19,384	3,571	8,172	1,178	10,916	3,988
Prince Edward	18.2	.0073	29.8	22.4	12.4	16.6	27.0	5.3	129,575	30,712	17,316	13,491	11,081	26,480	5,875
☐ Prince William	199.4	.0798	28.6	9.9	21.9	26.9	9.1	63.4	1,526,921	317,703	146,972	128,526	118,572	330,184	37,645
Pulaski	35.0	.0140	33.9	8.6	17.5	21.7	26.4	12.7	138,586	37,038	15,252	9,951	4,603	30,440	7,087
Radford city	14.1	.0056	24.6	36.3	12.3	15.0	20.7	3.9	117,449	21,701	10,527	10,136	7,449	31,239	5,485
Radford	14.1	.0056	24.6	36.3	12.3	15.0	20.7	3.9	117,449	21,701	10,527	10,136	7,449	31,239	5,485
Rappahannock	6.9	.0028	36.3	7.8	16.7	22.8	29.4	2.6	15,663	3,886	1,994	92	1,118	438	11
Richmond	7.6	.0030	37.2	8.8	15.0	21.6	31.8	2.8	57,181	16,162	2,146	11,442	3,487	5,983	5,199
Rockbridge	18.5	.0074	33.4	14.3	15.2	21.5	26.1	6.1	69,175	5,926	3,890	1,772	1,118	5,829	693
Rockingham	57.2	.0229	32.8	12.4	17.3	21.6	24.5	19.8	130,465	36,703	11,597	3,412	6,242	25,257	6,515
Russell	33.3	.0133	32.4	9.7	17.8	21.5	23.9	11.5	100,690	33,247	7,424	6,865	4,139	15,389	7,290
☐ Scott	25.2	.0101	36.3	8.6	15.0	22.7	29.4	8.8	94,236	33,622	5,485	2,399	2,409	20,397	5,296
Shenandoah	31.1	.0125	37.1	8.2	15.6	21.5	31.7	11.8	186,756	45,189	15,197	6,772	5,559	44,001	6,387
Smyth	33.1	.0132	36.2	8.8	15.1	22.8	29.1	11.8	161,804	38,392	9,417	14,850	5,206	27,822	8,953
Southampton	18.3	.0074	33.6	12.4	15.4	20.9	26.9	5.4	35,680	13,203	1,346	510	1,076	11,827	1,093
South Boston city	7.1	.0029	37.5	7.3	15.3	19.2	34.2	2.6	100,713	17,641	9,930	15,348	5,474	18,301	6,837
South Boston	7.1	.0029	37.5	7.3	15.3	19.2	34.2	2.6	100,713	17,641	9,930	15,348	5,474	18,301	6,837
Spotsylvania	44.0	.0176	30.2	8.0	20.4	22.8	17.4	14.1	205,592	21,596	4,654	51,372	15,254	65,980	798
☐ Stafford	58.2	.0233	30.7	9.4	19.2	25.6	16.2	18.1	295,152	79,458	34,969	11,390	11,305	51,788	9,337
Staunton city	22.7	.0091	37.6	10.9	15.6	21.3	32.5	8.3	236,976	48,552	21,389	51,651	10,450	32,911	11,175
Staunton	22.7	.0091	37.6	10.9	15.6	21.3	32.5	8.3	236,976	48,552	21,389	51,651	10,450	32,911	11,175
Surry	6.5	.0026	34.0	9.7	14.9	19.4	29.2	2.2	11,157	5,441	1,431	31	282	1,513	72
Sussex	10.4	.0041	34.1	9.2	15.3	20.2	28.4	3.5	48,352	17,079	4,068	934	2,696	7,316	1,931
Tazewell	49.9	.0200	32.6	9.5	17.4	21.1	24.6	17.2	345,732	105,201	16,668	32,348	7,676	97,529	13,680
Warren	25.1	.0100	35.5	8.4	16.1	22.3	28.5	9.5	172,907	45,420	14,403	17,589	5,740	36,219	4,595
☐ Washington	50.4	.0202	34.5	9.6	16.2	22.9	26.3	17.2	162,654	44,637	15,317	14,779	10,005	33,542	5,453
Waynesboro city	18.1	.0073	36.6	9.3	15.3	21.8	30.7	7.1	186,010	37,815	18,643	16,440	15,370	57,493	7,995
Waynesboro	18.1	.0073	36.6	9.3	15.3	21.8	30.7	7.1	186,010	37,815	18,643	16,440	15,370	57,493	7,995
Westmoreland	15.7	.0063	38.3	8.0	13.2	19.5	35.1	6.1	54,678	14,635	5,867	2,168	266	17,593	2,028
Winchester city	22.8	.0092	36.5	11.1	16.0	19.3	32.7	9.4	497,831	96,663	50,104	93,324	29,523	102,045	21,738
Winchester	22.8	.0092	36.5	11.1	16.0	19.3	32.7	9.4	497,831	96,663	50,104	93,324	29,523	102,045	21,738
Wise	45.6	.0182	31.7	10.5	17.1	19.7	24.7	15.2	227,140	88,844	10,513	30,171	2,638	42,254	13,361
Wythe	26.6	.0107	35.2	8.5	15.9	22.0	28.3	9.7	141,472	26,759	11,840	7,200	3,837	29,598	5,184
TOTAL METRO COUNTIES	**4,375.6**	**1.7511**	**32.0**	**11.7**	**19.5**	**23.0**	**21.1**	**1,595.5**	**35,478,742**	**7,052,037**	**3,488,299**	**4,197,922**	**2,022,067**	**8,220,974**	**1,128,710**
TOTAL STATE	**6,104.4**	**2.4434**	**32.4**	**11.5**	**18.4**	**22.5**	**22.8**	**2,197.8**	**44,840,180**	**9,343,927**	**4,246,265**	**5,138,289**	**2,410,862**	**10,270,047**	**1,526,964**

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VA. (cont.)

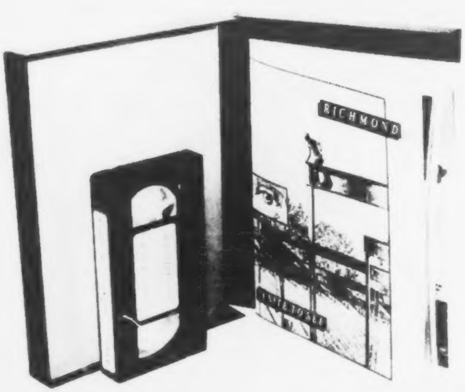
EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
CHARLOTTESVILLE	**1,761,041**	**26,163**	**21.7**	**26.4**	**17.6**	**18.0**	**.0556**
Albemarle	1,040,795	30,861	18.6	26.4	18.7	24.5	.0245
Charlottesville city	470,940	20,275	26.5	26.0	14.9	9.8	.0250
• Charlottesville	470,940	20,275	26.5	26.0	14.9	9.8	.0250
Fluvanna	135,480	23,240	24.5	27.1	17.1	13.7	.0032
Greene	113,826	29,766	15.7	28.1	24.0	16.4	.0029
SUBURBAN TOTAL	1,290,101	29,595	19.2	26.6	19.0	22.2	.0306
DANVILLE	**1,238,021**	**23,567**	**23.4**	**27.7**	**16.8**	**12.9**	**.0390**
Danville city	522,482	22,055	24.4	25.8	15.1	13.1	.0210
• Danville	522,482	22,055	24.4	25.8	15.1	13.1	.0210
Pittsylvania	715,539	24,661	22.6	29.2	18.0	12.7	.0180
SUBURBAN TOTAL	715,539	24,661	22.6	29.2	18.0	12.7	.0180
LYNCHBURG	**1,795,339**	**26,734**	**21.3**	**28.4**	**17.8**	**17.5**	**.0556**
Amherst	338,155	27,493	20.9	30.3	20.4	15.0	.0096
Campbell	577,835	28,529	19.2	29.3	20.0	18.3	.0162
Lynchburg city	879,349	25,185	22.7	27.1	15.3	18.1	.0298
• Lynchburg	879,349	25,185	22.7	27.1	15.3	18.1	.0298
SUBURBAN TOTAL	915,990	28,146	19.9	29.7	20.2	17.0	.0258
NORFOLK–VIRGINIA BEACH–NEWPORT NEWS	**17,461,876**	**27,716**	**20.4**	**26.9**	**18.5**	**19.6**	**.5483**
Chesapeake city	1,779,446	30,721	17.2	27.9	21.8	20.4	.0556
Chesapeake	1,779,446	30,721	17.2	27.9	21.8	20.4	.0556
Gloucester	323,337	23,596	23.6	29.8	16.6	11.2	.0101
Hampton city	1,669,810	28,594	20.5	27.1	19.0	20.3	.0586
• Hampton	1,669,810	28,594	20.5	27.1	19.0	20.3	.0586
James City	383,264	28,591	20.5	26.6	18.3	21.0	.0115
Newport News city	1,935,755	24,552	23.1	28.3	17.4	14.1	.0628
• Newport News	1,935,755	24,552	23.1	28.3	17.4	14.1	.0628
Norfolk city	3,244,156	21,379	26.2	26.1	14.0	12.9	.1043
• Norfolk	3,244,156	21,379	26.2	26.1	14.0	12.9	.1043
Poquoson city	157,470	38,534	14.1	21.5	24.7	30.9	.0038
Poquoson	157,470	38,534	14.1	21.5	24.7	30.9	.0038
Portsmouth city	1,323,135	24,860	21.8	26.4	16.5	16.9	.0395
• Portsmouth	1,323,135	24,860	21.8	26.4	16.5	16.9	.0395
Suffolk city	618,031	25,853	20.6	25.6	18.3	17.4	.0182
• Suffolk	618,031	25,853	20.6	25.6	18.3	17.4	.0182
Virginia Beach city	5,253,634	34,316	15.6	26.7	21.9	26.9	.1588
• Virginia Beach	5,253,634	34,316	15.6	26.7	21.9	26.9	.1588
Williamsburg city	157,854	23,920	26.2	25.7	11.4	20.7	.0097
Williamsburg	157,854	23,920	26.2	25.7	11.4	20.7	.0097
York	615,984	36,963	14.3	26.1	21.3	31.6	.0154
SUBURBAN TOTAL	3,417,355	30,335	18.1	27.5	20.3	21.5	.1061

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
RICHMOND–PETERSBURG	**12,389,474**	**31,876**	**17.2**	**25.2**	**20.4**	**24.6**	**.3739**
Charles City	68,826	28,133	19.0	29.4	19.1	17.7	.0016
Chesterfield	2,994,542	40,244	11.2	23.1	25.2	34.4	.0879
Colonial Heights city	205,615	29,582	19.1	30.1	22.7	15.9	.0065
Colonial Heights	205,615	29,582	19.1	30.1	22.7	15.9	.0065
Dinwiddie	227,106	29,562	19.5	25.2	20.0	20.4	.0056
Goochland	182,100	31,056	16.8	23.8	19.9	23.4	.0047
Hanover	854,765	36,617	14.8	21.9	23.4	29.2	.0246
Henrico	3,511,475	35,732	14.8	25.6	22.5	28.8	.1006
Hopewell city	322,373	29,926	18.2	25.6	20.2	20.9	.0095
Hopewell	322,373	29,926	18.2	25.6	20.2	20.9	.0095
New Kent	154,245	32,547	13.2	28.3	23.8	21.6	.0037
Petersburg city	419,449	19,682	26.6	26.6	12.5	10.2	.0185
• Petersburg	419,449	19,682	26.6	26.6	12.5	10.2	.0185
Powhatan	165,576	34,641	14.4	24.0	24.1	25.2	.0043
Prince George	254,573	27,149	22.6	31.0	20.2	15.4	.0065
Richmond city	3,028,829	24,239	22.1	26.0	15.2	17.4	.0999
• Richmond	3,028,829	24,239	22.1	26.0	15.2	17.4	.0999
SUBURBAN TOTAL	8,941,196	36,062	14.4	24.8	23.1	28.8	.2555
ROANOKE	**2,955,020**	**25,345**	**22.5**	**27.2**	**18.3**	**15.3**	**.0988**
Botetourt	305,443	26,490	22.1	27.3	20.3	14.6	.0079
Roanoke	1,088,486	32,726	16.4	28.3	23.1	22.5	.0287
Roanoke city	1,247,626	21,050	26.2	26.1	14.8	11.1	.0474
• Roanoke	1,247,626	21,050	26.2	26.1	14.8	11.1	.0474
Salem city	313,465	24,750	24.7	29.1	17.5	14.4	.0148
Salem	313,465	24,750	24.7	29.1	17.5	14.4	.0148
SUBURBAN TOTAL	1,707,394	29,947	19.3	28.1	21.5	19.3	.0514
OTHER COUNTIES							
Accomack	340,865	18,950	27.3	23.6	11.5	12.3	.0105
☐ Alexandria city	2,888,832	40,360	11.1	23.8	19.6	38.4	.0769
Alexandria	2,888,832	40,360	11.1	23.8	19.6	38.4	.0769
Alleghany	163,610	29,778	17.3	26.8	20.4	21.2	.0039
Amelia	81,693	23,541	24.6	29.7	17.0	11.4	.0022
Appomattox	145,188	25,200	21.9	29.8	17.3	13.6	.0039
☐ Arlington	3,919,092	39,888	13.0	23.5	17.5	38.9	.0929
• Arlington	3,919,092	39,888	13.0	23.5	17.5	38.9	.0929
Augusta	629,145	27,518	20.2	29.2	18.5	18.4	.0170
Bath	50,476	17,885	31.3	19.3	13.6	11.3	.0015
Bedford	447,057	25,378	22.2	31.4	18.3	12.8	.0110
Bedford city	71,496	21,273	24.8	25.8	14.4	12.6	.0033
Bedford	71,496	21,273	24.8	25.8	14.4	12.6	.0033
Bland	59,126	23,140	22.0	36.3	14.8	6.9	.0018

Richmond, Virginia/A Site to See



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VA. (cont.)

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
☐ Bristol city	205,181	21,460	22.2	27.1	13.8	11.9	.0083
• Bristol	205,181	21,460	22.2	27.1	13.8	11.9	.0083
Brunswick	130,136	18,371	30.9	24.7	12.5	8.5	.0041
Buchanan	371,569	25,757	20.6	29.0	17.9	13.9	.0108
Buckingham	99,053	18,186	28.7	26.9	11.0	7.7	.0031
Buena Vista city	64,654	23,493	24.6	35.4	17.2	7.6	.0021
Buena Vista	64,654	23,493	24.6	35.4	17.2	7.6	.0021
Caroline	210,318	25,129	25.3	27.1	17.2	15.7	.0056
Carroll	255,735	20,972	25.8	30.5	13.9	8.0	.0073
Charlotte	104,427	19,187	25.4	25.8	14.0	8.3	.0030
Clarke	163,732	29,286	17.5	29.0	16.3	23.8	.0038
Clifton Forge city	58,673	21,786	23.6	23.5	15.4	14.8	.0018
Clifton Forge	58,673	21,786	23.6	23.5	15.4	14.8	.0018
Covington city	72,311	20,113	28.7	29.8	13.9	6.6	.0041
Covington	72,311	20,113	28.7	29.8	13.9	6.6	.0041
Craig	43,998	25,133	23.9	30.3	21.3	9.1	.0012
Culpeper	350,114	30,259	17.9	24.3	19.2	23.7	.0104
Cumberland	71,542	18,700	27.4	27.4	9.9	9.2	.0023
Dickenson	174,196	20,698	24.7	31.1	13.6	6.9	.0053
Emporia city	50,213	19,213	29.9	26.9	11.1	9.5	.0029
Emporia	50,213	19,213	29.9	26.9	11.1	9.5	.0029
Essex	79,899	19,084	29.0	28.7	10.7	7.9	.0034
☐ Fairfax	17,314,588	54,232	7.5	16.1	17.6	55.0	.4455
☐ Fairfax city	457,006	52,311	7.7	18.0	17.8	52.3	.0221
Fairfax	457,006	52,311	7.7	18.0	17.8	52.3	.0221
☐ Falls Church city	273,287	48,308	8.9	18.9	19.4	48.7	.0096
Falls Church	273,287	48,308	8.9	18.9	19.4	48.7	.0096
Fauquier	662,144	32,381	18.1	23.8	18.9	27.0	.0189
Floyd	125,894	21,337	24.5	28.7	15.4	8.5	.0037
Franklin	407,202	24,027	24.6	31.3	16.5	11.2	.0119
Franklin city	83,785	22,463	22.9	25.1	12.3	17.6	.0035
Franklin	83,785	22,463	22.9	25.1	12.3	17.6	.0035
Frederick	478,256	29,610	18.9	28.2	22.1	18.5	.0130
Fredericksburg city	269,882	23,169	23.5	28.0	14.0	15.6	.0153
Fredericksburg	269,882	23,169	23.5	28.0	14.0	15.6	.0153
Galax city	79,911	18,376	33.8	26.6	12.0	6.5	.0038
Galax	79,911	18,376	33.8	26.6	12.0	6.5	.0038
Giles	188,996	24,139	24.2	30.8	16.3	12.6	.0058
Grayson	176,869	21,117	27.7	31.4	13.0	8.2	.0044
Greensville	73,597	18,000	28.2	27.2	10.9	7.1	.0020
Halifax	282,558	22,950	23.2	28.7	17.0	11.2	.0078
Harrisonburg city	308,326	20,047	28.0	24.5	13.9	11.8	.0148
Harrisonburg	308,326	20,047	28.0	24.5	13.9	11.8	.0148
Henry	682,190	26,536	21.7	32.0	18.7	13.4	.0188
Highland	27,917	20,000	22.2	27.2	13.5	9.3	.0007
Isle of Wight	288,678	26,586	19.7	28.5	20.4	14.0	.0080
King and Queen	58,534	18,093	28.1	26.8	11.6	7.3	.0015

EFFECTIVE BUYING INCOME—1989

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King George	150,702	28,821	19.7	23.8	19.2	21.7	.0040
King William	114,506	24,076	23.1	30.2	17.0	11.9	.0037
Lancaster	138,635	22,209	24.8	23.9	15.1	14.9	.0045
Lee	211,318	16,845	29.7	25.0	10.6	6.1	.0069
Lexington city	80,577	24,053	22.4	24.2	13.3	21.5	.0034
Lexington	80,577	24,053	22.4	24.2	13.3	21.5	.0034
☐ Loudoun	1,269,316	40,278	11.9	21.3	21.3	37.2	.0373
Louisa	167,611	18,675	26.5	29.9	10.6	6.3	.0048
Lunenburg	116,386	20,398	27.3	25.9	13.7	11.1	.0035
Madison	111,124	22,495	23.6	32.5	15.0	9.1	.0032
☐ Manassas city	318,976	36,479	14.0	25.9	27.8	25.1	.0178
Manassas	318,976	36,479	14.0	25.9	27.8	25.1	.0178
☐ Manassas Park city	87,644	34,672	11.2	32.1	30.5	18.6	.0021
Manassas Park	87,644	34,672	11.2	32.1	30.5	18.6	.0021
Martinsville city	252,150	25,458	22.0	27.1	14.9	19.2	.0099
Martinsville	252,150	25,458	22.0	27.1	14.9	19.2	.0099
Mathews	133,611	26,852	20.3	25.3	17.8	19.3	.0031
Mecklenburg	303,575	21,698	24.0	27.7	14.6	11.1	.0098
Middlesex	112,238	22,948	23.3	27.1	12.9	17.1	.0032
Montgomery	841,618	24,655	23.5	25.9	15.3	17.8	.0276
Nelson	143,309	23,554	23.3	23.7	16.7	16.2	.0044
Northampton	143,552	18,963	25.4	24.9	11.7	10.8	.0042
Northumberland	141,464	24,043	24.2	27.2	14.7	17.0	.0036
Norton city	49,402	21,103	25.8	25.1	11.2	15.9	.0022
Norton	49,402	21,103	25.8	25.1	11.2	15.9	.0022
Nottoway	163,365	23,625	23.0	27.2	16.4	13.5	.0051
Orange	255,881	24,871	22.9	26.4	16.7	17.3	.0075
Page	228,218	22,156	26.8	28.8	15.2	10.9	.0080
Patrick	195,198	23,376	25.1	27.3	18.9	10.3	.0054
Prince Edward	147,773	19,924	25.9	27.2	12.7	10.0	.0061
☐ Prince William	2,999,237	41,857	10.6	21.9	25.9	36.6	.0882
Pulaski	403,495	25,777	23.0	30.1	18.8	13.3	.0114
Radford city	152,575	26,458	24.0	25.2	16.3	19.3	.0055
Radford	152,575	26,458	24.0	25.2	16.3	19.3	.0055
Rappahannock	84,958	25,064	22.5	25.4	16.6	16.5	.0021
Richmond	81,456	22,732	22.8	28.0	15.4	12.3	.0028
Rockbridge	163,376	21,493	26.2	29.8	14.2	9.4	.0051
Rockingham	599,674	23,846	23.7	31.6	15.6	11.5	.0160
Russell	287,408	19,942	26.3	28.6	13.5	7.8	.0087
☐ Scott	275,121	23,624	22.4	24.4	15.3	17.5	.0078
Shenandoah	361,465	23,826	24.7	29.6	16.4	12.8	.0113
Smyth	380,371	24,855	23.5	31.2	17.2	12.8	.0112
Southampton	153,464	22,280	20.5	26.0	16.3	11.4	.0044
South Boston city	76,062	22,733	23.5	31.2	12.9	12.1	.0034
South Boston	76,062	22,733	23.5	31.2	12.9	12.1	.0034
Spotsylvania	549,699	33,213	15.7	27.2	24.5	22.1	.0155
☐ Stafford	782,245	36,389	14.9	24.5	24.6	28.2	.0218

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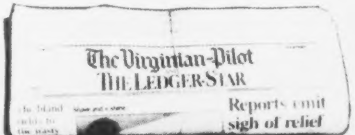

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VA. (cont.)

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Staunton city	270,409	24,726	22.9	28.6	17.7	14.4	.0101
Staunton	270,409	24,726	22.9	28.6	17.7	14.4	.0101
Surry	64,995	22,681	24.0	29.9	13.9	12.0	.0017
Sussex	104,808	23,552	21.4	27.4	15.1	13.5	.0032
Tazewell	428,777	19,743	27.8	30.3	12.6	6.4	.0165
Warren	257,088	21,649	26.1	30.2	16.0	8.0	.0089
☐ Washington	523,338	22,587	24.9	27.9	15.8	12.0	.0150
Waynesboro city	239,667	26,028	22.5	30.5	17.4	15.9	.0084
Waynesboro	239,667	26,028	22.5	30.5	17.4	15.9	.0084
Westmoreland	156,234	19,157	27.1	25.9	11.9	9.9	.0045
Winchester city	316,822	23,622	25.4	25.2	14.8	17.4	.0153
Winchester	316,822	23,622	25.4	25.2	14.8	17.4	.0153
Wise	462,158	24,373	23.2	27.4	17.9	12.7	.0147
Wythe	273,701	21,796	27.6	30.4	14.5	9.7	.0086
TOTAL METRO COUNTIES	68,914,634	33,718	16.4	24.1	19.0	29.0	2.0165
TOTAL STATE	87,469,474	30,430	18.5	25.2	18.2	24.7	2.6001

Washington

POPULATION—12/31/89

S&MM ESTIMATES

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
BELLINGHAM	121.9	.0487	31.4	13.2	19.8	18.6	24.2	47.6	922,923	233,189	101,616	108,131	43,471	142,632	34,827
Whatcom	121.9	.0487	31.4	13.2	19.8	18.6	24.2	47.6	922,923	233,189	101,616	108,131	43,471	142,632	34,827
• Bellingham	47.3	.0189	31.1	19.0	20.2	15.9	26.1	20.0	608,478	142,735	64,734	92,450	33,726	104,220	27,520
SUBURBAN TOTAL	74.6	.0298	31.6	9.5	19.6	20.3	23.0	27.6	314,445	90,454	36,882	15,681	9,745	38,412	7,307
BREMERTON	181.5	.0726	31.8	11.0	19.3	21.2	22.7	68.4	995,687	253,177	94,902	119,877	55,946	177,813	48,421
Kitsap	181.5	.0726	31.8	11.0	19.3	21.2	22.7	68.4	995,687	253,177	94,902	119,877	55,946	177,813	48,421
• Bremerton	36.9	.0148	30.1	19.5	18.9	14.9	25.9	15.2	392,350	69,045	42,772	69,204	24,252	95,762	21,705
SUBURBAN TOTAL	144.6	.0578	32.3	8.9	19.3	22.8	21.9	53.2	603,337	184,132	52,130	50,673	31,694	82,051	26,716
OLYMPIA	157.6	.0631	32.3	9.6	19.1	21.7	23.1	62.6	1,024,877	263,781	107,030	118,770	53,133	198,113	38,748
Thurston	157.6	.0631	32.3	9.6	19.1	21.7	23.1	62.6	1,024,877	263,781	107,030	118,770	53,133	198,113	38,748
• Olympia	31.8	.0127	34.0	10.2	19.3	20.3	27.8	14.3	592,053	113,516	56,125	70,622	32,277	163,878	18,473
SUBURBAN TOTAL	125.8	.0504	31.8	9.4	19.0	22.1	21.9	48.3	432,824	150,265	50,905	48,148	20,856	34,235	20,275
RICHLAND–KENNEWICK–PASCO	149.0	.0596	30.4	10.1	20.0	21.4	19.5	54.5	927,618	214,647	87,710	133,643	25,640	231,192	43,579
Benton	113.0	.0452	30.8	9.9	20.2	22.5	18.9	41.3	628,288	162,442	66,507	105,886	22,383	92,545	33,932
• Kennewick	41.4	.0166	29.0	12.3	23.6	19.9	16.0	15.8	412,389	100,210	37,859	82,404	11,360	53,871	19,635
• Richland	32.5	.0130	33.5	8.7	17.6	24.4	22.9	12.3	176,255	47,607	26,017	22,860	10,113	27,467	12,168
Franklin	36.0	.0144	29.3	10.7	19.0	17.9	21.3	13.2	299,330	52,205	21,203	27,757	3,257	138,647	9,647
• Pasco	18.6	.0074	29.6	12.8	18.1	15.5	24.7	7.3	211,369	44,970	18,183	27,428	2,428	74,308	7,209
SUBURBAN TOTAL	56.5	.0226	30.3	8.3	19.5	22.7	18.2	19.1	127,605	21,860	5,651	951	1,739	75,546	4,567
SEATTLE	1,866.9	.7472	33.1	10.5	20.5	22.3	23.7	760.4	15,834,772	3,333,302	1,883,682	1,652,333	987,544	2,858,163	593,664
King	1,443.3	.5777	33.4	10.8	20.7	22.3	24.3	597.4	12,741,483	2,661,059	1,568,986	1,214,951	748,473	2,227,887	484,712
• Auburn	31.7	.0127	31.8	12.6	19.1	20.3	23.5	13.2	434,370	82,742	31,744	13,275	11,718	207,577	16,089
Bellevue	84.9	.0340	34.3	11.2	16.9	27.8	21.1	34.0	1,526,399	182,955	129,514	170,008	135,077	356,638	40,658
• Seattle	497.0	.1989	34.6	12.4	22.8	17.7	31.3	235.0	4,669,521	903,688	702,063	475,437	285,676	631,968	160,346
Snohomish	423.6	.1695	32.0	9.7	19.7	22.6	21.4	163.0	3,093,289	672,243	314,696	437,382	239,071	630,276	108,952
• Everett	63.6	.0255	33.9	11.7	17.6	18.0	29.9	28.2	796,839	171,322	88,252	126,853	40,991	188,003	25,458
SUBURBAN TOTAL	1,274.6	.5101	32.4	9.7	19.8	24.4	20.4	484.0	9,934,042	2,175,550	1,061,623	1,036,768	649,159	1,830,615	391,771
SEATTLE–TACOMA CONSOLIDATED AREA	*2,429.2*	*.9722*	*32.7*	*11.0*	*20.0*	*21.9*	*23.5*	*973.7*	*19,570,982*	*4,104,489*	*2,278,394*	*2,148,371*	*1,169,874*	*3,729,672*	*708,762*
SPOKANE	358.1	.1434	32.4	11.2	18.3	19.7	25.4	142.7	2,742,048	618,419	279,922	420,839	118,172	629,953	77,671
Spokane	358.1	.1434	32.4	11.2	18.3	19.7	25.4	142.7	2,742,048	618,419	279,922	420,839	118,172	629,953	77,671
• Spokane	172.8	.0692	33.6	11.8	18.5	16.6	30.8	76.0	1,819,288	357,313	194,984	318,234	87,669	393,616	54,335
SUBURBAN TOTAL	185.3	.0742	31.2	10.6	18.2	22.6	20.4	66.7	922,760	261,106	84,938	102,605	30,503	236,337	23,336
TACOMA	562.3	.2250	31.4	12.4	18.4	20.4	22.9	213.3	3,736,210	771,187	394,712	496,038	182,330	871,509	115,098
Pierce	562.3	.2250	31.4	12.4	18.4	20.4	22.9	213.3	3,736,210	771,187	394,712	496,038	182,330	871,509	115,098
• Tacoma	162.3	.0650	33.0	11.2	18.0	17.8	28.7	68.6	1,668,359	245,210	179,318	274,082	95,555	438,441	44,322
SUBURBAN TOTAL	400.0	.1600	30.8	12.8	18.5	21.6	20.6	144.7	2,067,851	525,977	215,394	221,956	86,775	433,068	70,776
VANCOUVER	224.8	.0900	31.4	9.0	19.6	21.6	21.4	84.7	1,196,030	310,975	139,810	147,132	52,366	230,169	54,774
Clark	224.8	.0900	31.4	9.0	19.6	21.6	21.4	84.7	1,196,030	310,975	139,810	147,132	52,366	230,169	54,774
• Vancouver	45.0	.0180	34.3	12.2	17.8	17.1	31.7	21.1	340,723	59,287	51,575	18,552	24,210	98,371	18,741
SUBURBAN TOTAL	179.8	.0720	30.8	8.2	20.1	22.7	18.8	63.6	855,307	251,688	88,235	128,580	28,156	131,798	36,033
YAKIMA	187.8	.0752	32.8	9.3	16.4	19.8	26.6	70.4	1,036,993	255,250	103,000	121,972	38,828	220,278	36,633
Yakima	187.8	.0752	32.8	9.3	16.4	19.8	26.6	70.4	1,036,993	255,250	103,000	121,972	38,828	220,278	36,633
• Yakima	51.1	.0205	34.6	10.2	17.2	17.9	31.4	21.6	617,818	125,978	63,361	87,562	26,595	136,584	17,273
SUBURBAN TOTAL	136.7	.0547	32.1	8.9	16.3	20.5	24.8	48.8	419,175	129,272	39,639	34,410	12,233	83,694	19,360

METRO & COUNTY TOTALS

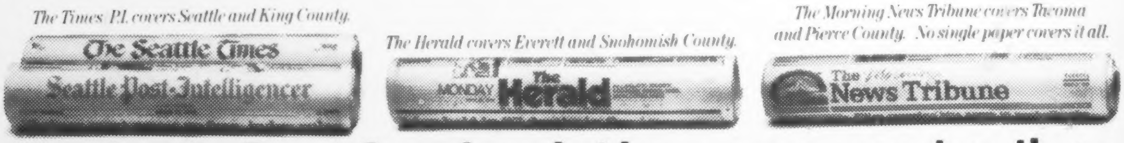
WASH. (cont.)

POPULATION—12/31/89

S&MM ESTIMATES

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
OTHER COUNTIES															
Adams	13.9	.0055	30.8	8.4	16.7	20.2	22.8	5.2	42,314	13,540	7,744	581	938	4,196	3,716
Asotin	17.1	.0069	34.0	8.9	16.4	19.4	29.0	6.9	66,098	21,527	10,129	67	3,940	5,377	10,124
Chelan	50.0	.0200	36.2	8.8	16.3	20.3	31.4	21.0	396,705	84,115	43,529	35,368	11,738	92,709	20,298
Clallam	55.9	.0224	34.4	9.4	17.3	18.6	30.3	22.7	337,666	90,558	39,399	21,826	11,604	55,700	23,391
Columbia	4.0	.0016	39.8	5.0	14.7	19.7	37.2	1.6	9,401	3,696	850	621	220	395	869
Cowlitz	82.1	.0328	32.5	9.2	18.1	20.7	24.7	32.1	494,977	121,095	63,590	68,260	14,376	108,702	17,431
Douglas	25.1	.0101	33.1	8.3	18.0	22.5	24.0	9.9	140,481	59,972	17,235	10,485	2,882	13,036	2,625
Ferry	6.4	.0025	30.0	9.8	19.0	20.0	20.6	2.1	21,257	6,667	3,574	15	581	2,833	905
Garfield	2.3	.0010	39.3	5.8	14.2	20.0	35.9	1.0	5,331	1,248	751	43	324	465	267
Grant	52.4	.0209	31.9	9.1	16.1	19.9	25.1	19.6	280,237	87,444	28,644	13,139	7,483	47,646	16,328
Grays Harbor	63.9	.0256	33.8	9.1	17.0	19.8	28.2	25.6	317,412	95,403	36,449	24,980	15,847	48,981	18,742
Island	55.6	.0223	32.0	11.7	18.4	19.6	24.9	21.5	226,634	65,835	27,668	2,296	12,382	44,242	7,838
Jefferson	19.8	.0079	37.4	6.7	17.6	19.4	34.0	8.3	79,565	27,661	11,730	2,431	2,244	4,008	3,097
Kittitas	25.5	.0102	30.6	19.6	16.8	17.6	25.0	10.1	154,578	38,039	24,587	10,277	3,632	23,066	2,378
Klickitat	16.2	.0065	33.1	8.1	17.9	19.8	26.7	6.2	39,069	14,647	3,729	619	760	5,745	1,668
Lewis	59.3	.0238	34.2	8.3	15.7	20.0	28.8	23.2	358,303	102,351	44,062	34,007	8,965	62,848	18,428
Lincoln	9.3	.0037	38.0	6.2	14.8	20.4	34.0	3.7	25,019	10,451	2,391	543	324	4,939	2,004
Mason	37.9	.0151	34.9	10.0	16.0	19.5	30.5	14.9	141,370	58,373	16,071	4,374	4,739	16,083	5,144
Okanogan	32.8	.0132	34.0	7.6	17.0	21.1	27.1	12.9	170,803	66,379	13,821	5,916	4,060	22,455	8,063
Pacific	17.4	.0069	38.7	7.4	14.9	18.0	36.7	7.6	73,322	23,826	12,607	3,460	1,873	2,109	4,435
Pend Oreille	9.3	.0038	34.1	6.6	16.0	21.4	27.1	3.4	29,195	15,020	1,681	183	251	4,464	1,087
San Juan	10.1	.0041	38.8	5.4	19.5	19.1	36.5	4.5	61,095	22,322	11,196	2,028	1,664	2,193	1,562
Skagit	72.9	.0291	34.7	8.5	17.4	20.1	29.3	29.5	517,898	126,265	64,672	21,943	20,358	119,368	29,952
Skamania	8.1	.0033	32.7	8.2	17.9	22.6	23.4	3.0	10,449	5,389	1,361	709	43	311	366
Stevens	32.4	.0129	31.5	7.3	18.3	21.3	22.2	11.4	92,731	32,605	9,812	2,965	2,160	13,229	3,588
Wahkiakum	3.5	.0014	34.4	6.8	16.3	19.3	29.8	1.4	5,297	3,273	475	282	32	466	4
Walla Walla	47.8	.0192	33.7	12.4	17.1	18.9	28.9	18.0	238,815	66,217	26,866	25,640	13,421	39,935	16,648
Whitman	42.7	.0171	26.5	28.8	17.6	15.7	19.3	15.6	138,421	42,383	15,293	1,641	3,430	30,687	9,091
TOTAL METRO COUNTIES	**3,809.9**	**1.5248**	**32.4**	**10.8**	**19.5**	**21.4**	**23.5**	**1,504.6**	**28,417,158**	**6,253,927**	**3,192,384**	**3,318,735**	**1,557,430**	**5,559,822**	**1,043,415**
TOTAL STATE	**4,683.6**	**1.8746**	**32.6**	**10.7**	**19.0**	**21.1**	**24.3**	**1,847.5**	**32,891,601**	**7,560,228**	**3,732,260**	**3,613,434**	**1,707,701**	**6,336,010**	**1,273,464**



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METRO & COUNTY TOTALS

WASH. (cont.)

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
BELLINGHAM	**1,403,379**	**22,493**	**23.8**	**27.4**	**15.4**	**12.1**	**.0471**
Whatcom	1,403,379	22,493	23.8	27.4	15.4	12.1	.0471
• Bellingham	543,600	19,222	24.9	24.6	12.6	11.1	.0227
SUBURBAN TOTAL	854,779	24,890	22.8	29.5	17.3	12.9	.0244
BREMERTON	**2,330,788**	**27,755**	**20.9**	**28.8**	**19.3**	**16.8**	**.0673**
Kitsap	2,330,788	27,755	20.9	28.8	19.3	16.8	.0673
• Bremerton	461,259	21,683	25.6	27.9	14.4	11.3	.0168
SUBURBAN TOTAL	1,869,529	29,526	19.6	29.0	20.7	18.4	.0505
OLYMPIA	**2,029,026**	**26,214**	**22.0**	**27.0**	**18.3**	**16.5**	**.0613**
Thurston	2,029,026	26,214	22.0	27.0	18.3	16.5	.0613
• Olympia	441,698	22,695	23.1	25.1	13.6	16.6	.0196
SUBURBAN TOTAL	1,587,328	27,307	21.7	27.7	19.7	16.4	.0417
RICHLAND–KENNEWICK–PASCO	**2,104,739**	**33,551**	**15.6**	**24.8**	**22.1**	**25.5**	**.0602**
Benton	1,662,224	35,389	14.4	24.3	23.1	27.6	.0454
• Kennewick	587,618	32,436	16.1	26.1	22.5	22.9	.0194
• Richland	542,467	39,848	12.4	21.5	22.6	34.9	.0139
Franklin	442,515	27,644	19.4	26.3	19.2	18.3	.0148
• Pasco	215,109	24,333	20.6	26.7	18.2	13.2	.0084
SUBURBAN TOTAL	759,545	34,452	15.3	25.2	23.0	26.0	.0185
SEATTLE	**32,109,184**	**34,220**	**16.0**	**23.1**	**19.6**	**29.2**	**.9135**
King	25,941,085	34,910	15.8	22.4	19.1	30.7	.7319
• Auburn	491,608	31,477	16.9	26.2	20.3	23.6	.0176
Bellevue	1,788,570	42,643	13.1	20.8	17.8	42.1	.0606
• Seattle	8,808,975	27,179	20.2	23.9	16.0	22.7	.2551

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EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Snohomish	6,168,099	32,246	16.8	26.4	21.3	23.4	.1816
• Everett	888,497	24,497	21.2	26.0	16.6	15.7	.0325
SUBURBAN TOTAL	21,920,104	37,737	13.5	22.7	21.5	33.2	.6083
SEATTLE-TACOMA CONSOLIDATED AREA	***38,426,422***	***31,347***	***17.7***	***24.4***	***18.8***	***25.3***	***1.1196***
SPOKANE	**4,090,491**	**22,235**	**23.9**	**27.9**	**15.3**	**11.3**	**.1387**
Spokane	4,090,491	22,235	23.9	27.9	15.3	11.3	.1387
• Spokane	1,980,636	19,399	25.6	26.7	12.8	9.1	.0756
SUBURBAN TOTAL	2,109,855	25,779	21.9	29.4	18.1	13.9	.0631
TACOMA	**6,317,238**	**23,070**	**24.1**	**28.2**	**16.1**	**11.7**	**.2061**
Pierce	6,317,238	23,070	24.1	28.2	16.1	11.7	.2061
• Tacoma	1,750,672	19,524	25.0	26.4	13.8	8.7	.0687
SUBURBAN TOTAL	4,566,566	24,762	23.6	29.2	17.3	13.1	.1374
VANCOUVER	**2,844,560**	**28,466**	**19.1**	**28.4**	**19.6**	**17.5**	**.0821**
Clark	2,844,560	28,466	19.1	28.4	19.6	17.5	.0821
• Vancouver	589,386	20,409	25.0	25.1	13.2	12.5	.0185
SUBURBAN TOTAL	2,255,174	30,721	17.1	29.4	21.8	19.2	.0636
YAKIMA	**1,967,283**	**20,862**	**25.2**	**26.7**	**14.6**	**10.6**	**.0631**
Yakima	1,967,283	20,862	25.2	26.7	14.6	10.6	.0631
• Yakima	585,533	19,651	25.7	24.8	13.5	10.9	.0238
SUBURBAN TOTAL	1,381,750	21,411	25.0	27.5	15.1	10.5	.0393
OTHER COUNTIES							
Adams	173,893	27,343	19.6	29.6	19.3	16.1	.0044
Asotin	208,412	23,882	22.4	23.9	18.6	14.4	.0057
Chelan	625,374	22,324	25.1	26.0	15.5	13.3	.0204
Clallam	631,866	21,993	26.1	29.1	14.8	10.2	.0199
Columbia	49,597	24,676	21.9	27.3	18.3	13.4	.0013
Cowlitz	1,004,825	26,643	18.9	28.3	19.9	14.1	.0304
Douglas	302,378	24,812	23.5	26.8	18.6	14.0	.0091
Ferry	63,930	24,891	19.8	28.3	17.7	13.8	.0016
Garfield	32,183	25,737	21.8	29.3	17.6	16.0	.0008
Grant	555,089	22,859	24.1	28.8	15.5	12.0	.0176
Grays Harbor	849,671	26,817	19.7	25.4	18.2	18.4	.0235
Island	736,068	25,146	25.4	28.6	15.9	16.6	.0197
Jefferson	255,255	22,739	24.4	26.8	15.5	13.7	.0069
Kittitas	240,424	16,672	26.9	24.5	10.6	7.0	.0085
Klickitat	196,409	25,531	23.0	27.1	18.5	15.2	.0050
Lewis	678,477	22,624	23.3	26.5	15.8	13.2	.0212
Lincoln	142,675	29,743	19.2	29.2	17.9	22.2	.0034
Mason	459,649	24,171	23.5	28.5	16.4	14.4	.0125
Okanogan	376,909	22,078	24.0	24.9	16.2	12.9	.0113
Pacific	206,240	19,835	26.0	24.7	14.6	10.3	.0058
Pend Oreille	80,754	18,108	26.2	26.1	12.8	7.7	.0026
San Juan	146,437	23,954	22.9	28.8	14.8	15.3	.0041
Skagit	882,783	23,339	23.2	27.9	15.5	13.2	.0282
Skamania	60,909	17,106	32.9	30.4	6.3	2.7	.0018
Stevens	318,835	22,108	24.2	27.9	16.0	10.8	.0090
Wahkiakum	37,098	21,531	20.0	32.8	12.3	8.2	.0009
Walla Walla	557,195	23,225	23.0	26.6	16.3	13.9	.0166
Whitman	516,041	22,644	25.7	24.8	14.7	15.8	.0137
TOTAL METRO COUNTIES	**55,196,688**	**29,020**	**19.2**	**25.4**	**18.4**	**21.7**	**1.6394**
TOTAL STATE	**65,586,064**	**27,901**	**19.9**	**25.8**	**18.0**	**20.2**	**1.9455**

West Virginia

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
CHARLESTON	**261.4**	**.1047**	**34.3**	**9.3**	**17.7**	**21.0**	**27.7**	**105.8**
Kanawha	218.7	.0876	34.7	9.4	17.4	20.6	28.9	90.0
• Charleston	55.7	.0223	38.1	9.0	16.8	18.9	35.3	25.4
Putnam	42.7	.0171	32.6	8.6	18.6	23.3	22.1	15.8
SUBURBAN TOTAL	205.7	.0824	33.5	9.4	18.0	21.6	25.6	80.4
HUNTINGTON-ASHLAND	**328.8**	**.1316**	**33.8**	**9.8**	**16.2**	**21.2**	**26.8**	**124.6**
Cabell	101.6	.0406	34.8	11.5	15.8	19.9	29.9	41.5
• Huntington	57.0	.0228	37.4	12.9	14.5	17.5	35.4	24.8
Wayne	45.4	.0182	33.2	9.1	16.2	22.0	25.1	16.8
Boyd, Ky.	*52.8*	*.0212*	*34.7*	*9.2*	*16.6*	*21.8*	*27.7*	*20.1*
• Ashland	*25.9*	*.0104*	*38.6*	*8.9*	*14.1*	*20.2*	*34.8*	*10.7*
Carter, Ky.	*25.9*	*.0104*	*31.5*	*10.4*	*15.9*	*20.6*	*23.8*	*8.9*
Greenup, Ky.	*39.1*	*.0156*	*32.6*	*8.7*	*16.8*	*23.2*	*22.8*	*13.6*
Lawrence, Ohio	*64.0*	*.0256*	*33.5*	*8.7*	*15.8*	*21.4*	*26.2*	*23.7*
SUBURBAN TOTAL	245.9	.0984	32.7	9.2	16.8	22.2	24.0	89.1
PARKERSBURG-MARIETTA	**156.6**	**.0627**	**33.8**	**9.5**	**16.4**	**21.5**	**26.5**	**60.3**
Wood	91.3	.0366	34.2	9.1	16.5	21.6	27.0	36.3
• Parkersburg	37.9	.0152	37.1	9.2	15.2	18.7	34.0	16.6
Washington, Ohio	*65.3*	*.0261*	*33.2*	*10.2*	*16.1*	*21.3*	*25.8*	*24.0*
• Marietta	*16.3*	*.0065*	*33.8*	*14.8*	*15.4*	*17.1*	*31.1*	*6.4*
SUBURBAN TOTAL	102.4	.0410	32.8	8.9	16.9	23.2	23.1	37.3
STEUBENVILLE-WEIRTON	**149.8**	**.0601**	**34.8**	**9.9**	**15.8**	**20.2**	**29.5**	**57.0**
Brooke	28.3	.0114	33.7	11.5	15.9	20.4	27.6	10.5
Hancock	37.9	.0152	34.4	9.4	16.3	20.7	28.2	14.9
• Weirton	22.7	.0091	37.2	9.7	15.2	20.4	32.7	9.4
Jefferson, Ohio	*83.6*	*.0335*	*35.5*	*9.7*	*15.4*	*19.8*	*30.8*	*31.6*
• Steubenville	*22.8*	*.0091*	*39.5*	*10.6*	*14.0*	*17.4*	*38.0*	*9.1*
SUBURBAN TOTAL	104.3	.0419	33.6	9.8	16.2	20.8	27.0	38.5
WHEELING	**174.0**	**.0697**	**35.2**	**9.9**	**16.1**	**18.8**	**31.4**	**68.8**
Marshall	39.1	.0157	33.7	8.7	17.6	20.1	27.5	15.0
Ohio	57.0	.0228	36.1	11.9	15.2	18.1	33.3	23.2
• Wheeling	39.2	.0157	38.7	10.8	14.4	17.5	37.0	16.8

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
CHARLESTON	**1,890,439**	**377,807**	**186,707**	**281,433**	**86,399**	**463,769**	**81,233**
Kanawha	1,681,695	332,318	165,275	269,705	80,116	395,963	73,799
• Charleston	828,048	102,870	88,692	197,285	46,367	161,869	29,803
Putnam	208,744	45,489	21,432	11,728	6,283	67,806	7,434
SUBURBAN TOTAL	1,062,391	274,937	98,015	84,148	40,032	301,900	51,430
HUNTINGTON-ASHLAND	**1,848,066**	**373,525**	**168,608**	**318,174**	**86,500**	**374,447**	**79,250**
Cabell	891,365	154,668	88,823	186,337	47,519	178,284	32,397
• Huntington	521,447	94,525	64,492	89,117	29,724	96,843	23,685
Wayne	106,592	33,267	7,870	16,669	3,923	11,626	3,941
Boyd, Ky.	*435,090*	*69,934*	*36,976*	*82,040*	*13,718*	*108,400*	*22,183*
• Ashland	*375,517*	*48,065*	*31,281*	*80,368*	*13,438*	*100,825*	*19,676*
Carter, Ky.	*89,786*	*19,009*	*6,650*	*10,591*	*6,266*	*13,460*	*4,569*
Greenup, Ky.	*96,217*	*35,345*	*6,628*	*4,660*	*4,792*	*17,872*	*5,047*
Lawrence, Ohio	*229,016*	*61,302*	*21,661*	*17,877*	*10,282*	*44,805*	*11,113*
SUBURBAN TOTAL	951,102	230,935	72,835	148,689	43,338	176,779	35,889
PARKERSBURG-MARIETTA	**1,077,105**	**203,766**	**100,217**	**197,359**	**44,600**	**261,448**	**36,401**
Wood	748,037	125,111	68,204	167,917	29,709	184,011	24,376
• Parkersburg	479,074	94,291	49,032	65,576	12,483	158,184	17,818
Washington, Ohio	*329,068*	*78,655*	*32,013*	*29,442*	*14,891*	*77,437*	*12,025*
• Marietta	*179,266*	*38,693*	*22,523*	*24,535*	*9,122*	*31,858*	*8,220*
SUBURBAN TOTAL	418,765	70,782	28,662	107,248	22,995	71,406	10,363
STEUBENVILLE-WEIRTON	**708,138**	**170,984**	**61,270**	**109,531**	**22,707**	**140,242**	**32,860**
Brooke	107,286	33,733	13,443	8,790	5,775	23,206	6,250
Hancock	150,401	49,502	14,025	20,288	4,098	17,790	9,481
• Weirton	124,895	30,214	16,920	18,553	4,999	17,415	7,586
Jefferson, Ohio	*450,451*	*87,749*	*33,802*	*80,453*	*12,834*	*99,246*	*17,129*
• Steubenville	*258,996*	*33,830*	*20,466*	*54,846*	*9,869*	*57,875*	*10,814*
SUBURBAN TOTAL	324,247	106,940	23,884	36,132	7,839	64,952	14,460
WHEELING	**978,592**	**226,594**	**89,429**	**161,150**	**43,674**	**187,410**	**40,309**
Marshall	191,057	56,863	16,857	35,607	6,738	33,811	9,348
Ohio	324,015	58,125	37,764	23,575	17,853	78,713	14,193
• Wheeling	266,482	52,523	34,122	23,498	16,382	65,634	10,137

W.VA. (cont.)

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
Belmont, Ohio	*77.9*	*.0312*	*35.6*	*8.9*	*15.9*	*18.9*	*32.0*	*30.6*
SUBURBAN TOTAL	134.8	.0540	34.4	9.6	16.5	19.3	29.8	52.0
OTHER COUNTIES								
Barbour	16.1	.0064	33.5	10.7	15.4	18.5	29.2	6.1
Berkeley	55.2	.0221	33.6	8.8	17.0	21.0	26.6	21.7
Boone	29.9	.0120	30.9	9.7	17.9	19.1	23.5	10.7
Braxton	13.8	.0055	35.3	8.3	15.6	18.7	31.7	5.4
Calhoun	8.6	.0035	34.2	8.6	16.4	18.3	30.4	3.3
Clay	11.4	.0045	31.3	8.6	16.0	18.6	25.4	4.1
Doddridge	7.7	.0031	34.4	8.3	15.0	18.8	30.2	2.8
Fayette	52.0	.0208	33.1	10.2	15.7	17.2	29.8	19.7
Gilmer	8.1	.0033	31.1	17.2	14.5	16.8	27.6	2.9
Grant	10.6	.0042	33.7	8.2	16.8	20.9	26.9	3.8
Greenbrier	36.5	.0146	35.1	8.8	15.8	19.9	30.1	14.3
Hampshire	16.8	.0067	33.8	8.1	16.1	20.1	28.0	6.2
Hardy	10.2	.0041	35.4	8.7	15.8	20.1	30.4	3.8
Harrison	74.4	.0298	35.9	8.9	15.4	19.3	31.9	29.6
Jackson	26.1	.0104	34.2	9.0	15.2	24.4	24.3	9.5
Jefferson	36.0	.0144	32.0	11.0	17.6	20.4	24.3	13.1
Lewis	17.9	.0071	36.3	8.1	15.4	19.5	32.3	7.0
Lincoln	23.1	.0093	31.5	9.2	16.1	20.2	24.2	8.0
Logan	48.0	.0192	30.6	9.8	17.6	18.3	23.9	17.2
McDowell	42.9	.0172	30.3	9.7	16.1	17.1	25.3	15.1
Marion	62.1	.0248	35.3	10.1	15.7	18.8	31.6	25.0
Mason	25.9	.0103	33.8	9.2	15.8	22.0	26.1	9.9
Mercer	69.7	.0279	33.7	10.0	16.6	18.7	29.1	27.3
☐ Mineral	27.7	.0111	33.9	8.9	16.0	21.0	27.3	10.5
Mingo	36.1	.0145	29.3	10.2	17.0	18.2	22.2	12.6
Monongalia	75.6	.0302	29.5	20.7	18.9	17.0	22.5	30.1
Monroe	13.2	.0053	35.5	7.7	15.1	20.1	30.6	4.8
Morgan	11.6	.0047	35.5	8.5	15.4	20.8	29.8	4.6
Nicholas	28.8	.0115	32.0	9.0	17.0	19.7	25.1	10.5
Pendleton	7.9	.0032	35.3	9.0	16.1	19.2	31.2	3.0
Pleasants	8.1	.0032	32.1	10.5	16.9	19.2	25.9	2.9
Pocahontas	9.5	.0038	36.6	8.4	14.8	19.6	32.7	3.7
Preston	30.6	.0122	33.1	9.0	16.2	19.4	27.5	11.2
Raleigh	82.8	.0332	32.9	8.6	17.6	18.9	27.3	31.6
Randolph	28.5	.0114	33.5	10.8	16.3	19.4	28.2	10.5
Ritchie	11.3	.0045	35.6	8.4	15.1	18.5	32.3	4.5
Roane	15.7	.0063	35.0	8.5	15.9	20.4	29.6	5.6
Summers	15.0	.0060	34.1	9.0	18.5	18.9	29.4	5.2
Taylor	15.8	.0063	34.4	8.3	16.2	19.2	29.8	5.9
Tucker	8.4	.0034	35.2	8.1	15.8	19.9	30.4	3.4
Tyler	10.8	.0043	34.2	8.3	15.1	20.7	28.1	4.0
Upshur	23.2	.0093	31.8	13.3	16.1	19.1	25.7	8.8
Webster	12.0	.0048	32.3	8.5	16.2	18.2	27.4	4.4
Wetzel	20.6	.0082	34.0	8.4	15.8	20.9	27.5	7.7
Wirt	5.0	.0020	34.8	9.0	14.1	22.1	27.7	1.8
Wyoming	33.4	.0133	29.3	10.1	18.3	19.3	20.4	11.5
TOTAL METRO COUNTIES	**689.7**	**.2763**	**34.3**	**9.8**	**16.7**	**20.7**	**28.3**	**274.5**
TOTAL STATE	**1,896.6**	**.7591**	**33.4**	**10.0**	**16.6**	**19.7**	**27.7**	**729.3**

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
Belmont, Ohio	*463,520*	*111,606*	*34,808*	*101,968*	*19,083*	*74,886*	*16,768*
SUBURBAN TOTAL	712,110	174,071	55,307	137,652	27,292	121,776	30,172
OTHER COUNTIES							
Barbour	55,024	20,652	4,867	3,689	900	10,771	3,071
Berkeley	363,230	89,190	30,600	42,352	10,651	57,477	11,170
Boone	111,123	37,431	4,824	13,302	3,529	17,849	8,676
Braxton	105,221	26,508	4,802	7,085	757	21,144	5,063
Calhoun	23,608	9,720	1,337	1,484	991	1,852	2,181
Clay	19,656	8,346	870	1,349	848	3,326	1,474
Doddridge	7,672	2,678	317	30	552	925	310
Fayette	205,533	48,030	13,130	34,076	8,844	40,809	18,935
Gilmer	19,660	8,430	1,096	673	451	4,025	1,799
Grant	41,557	12,536	2,833	1,322	1,722	10,188	837
Greenbrier	200,835	48,213	13,384	23,413	7,047	42,780	10,681
Hampshire	50,569	10,590	3,309	2,096	1,150	11,831	2,741
Hardy	34,840	13,832	1,848	3,200	300	3,773	2,051
Harrison	588,519	127,312	46,739	101,856	20,404	132,433	22,593
Jackson	125,007	36,156	11,848	6,924	2,660	25,211	6,360
Jefferson	152,531	46,372	24,966	6,574	4,061	24,214	4,819
Lewis	73,348	21,616	7,127	10,470	3,853	10,044	4,404
Lincoln	43,962	12,811	2,109	9,688	856	3,320	2,827
Logan	225,878	53,463	11,897	35,598	6,854	51,149	16,343
McDowell	128,564	50,154	5,896	14,286	5,871	20,455	11,167
Marion	329,077	64,181	23,273	58,157	9,937	66,497	16,133
Mason	75,222	27,081	6,238	4,229	1,398	5,598	9,167
Mercer	418,570	74,196	32,526	90,258	15,034	103,990	15,333
☐ Mineral	87,370	20,670	9,943	6,278	5,325	21,172	4,273
Mingo	139,140	25,083	7,232	14,581	12,241	28,179	11,075
Monongalia	493,923	117,869	48,419	64,755	22,203	89,993	20,587
Monroe	20,136	6,851	636	1,325	298	4,151	2,180
Morgan	35,778	9,178	1,812	1,621	2,488	3,729	2,653
Nicholas	161,447	38,907	9,863	20,752	4,106	41,565	8,324
Pendleton	23,564	7,317	760	1,251	609	6,050	748
Pleasants	35,918	12,180	1,565	[illegible]	73	14,944	2,184
Pocahontas	35,794	11,660	2,214	2,036	730	9,513	755
Preston	110,604	30,198	5,895	13,465	1,975	33,672	3,415
Raleigh	481,109	93,084	39,764	92,831	19,528	108,382	25,580
Randolph	157,508	35,864	15,015	17,008	4,619	32,415	7,544
Ritchie	44,590	15,005	1,944	1,849	1,338	17,157	862
Roane	60,088	18,334	2,335	5,705	306	18,829	3,019
Summers	37,904	13,904	4,054	5,747	591	3,835	3,425
Taylor	49,323	20,923	2,913	3,987	2,279	6,844	3,440
Tucker	26,151	7,690	2,428	1,568	841	4,163	1,085
Tyler	27,136	9,347	1,053	297	812	6,189	2,751
Upshur	117,855	30,887	15,995	10,347	1,794	23,879	5,414
Webster	29,969	13,153	912	1,764	663	6,030	2,249
Wetzel	125,614	46,279	10,633	12,776	4,409	22,407	5,399
Wirt	9,608	3,649	530	1,163	151	885	368
Wyoming	85,052	20,500	3,885	11,802	3,758	13,724	8,964
TOTAL METRO COUNTIES	**4,496,562**	**909,746**	**443,636**	**746,894**	**207,339**	**1,012,382**	**185,492**
TOTAL STATE	**10,203,979**	**2,347,106**	**879,329**	**1,506,519**	**401,821**	**2,178,578**	**485,648**

EFFECTIVE BUYING INCOME—1989

% of Hsls. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
CHARLESTON	**2,989,469**	**22,406**	**23.3**	**29.7**	**15.6**	**9.9**	**.0993**
Kanawha	2,562,270	22,241	23.5	29.1	15.3	10.4	.0858
• Charleston	754,355	20,176	24.0	23.8	12.9	13.6	.0304
Putnam	427,199	23,225	22.2	33.4	17.0	7.1	.0135
SUBURBAN TOTAL	2,235,114	23,019	23.0	31.8	16.4	8.7	.0689

EFFECTIVE BUYING INCOME—1989

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
HUNTINGTON-ASHLAND	**3,126,629**	**18,771**	**24.9**	**27.2**	**13.0**	**7.2**	**.1058**
Cabell	967,782	16,728	27.3	25.6	10.8	6.1	.0384
• Huntington	548,402	14,759	27.9	22.8	8.9	5.8	.0220
Wayne	419,169	19,017	25.0	26.8	14.0	7.0	.0118
Boyd, Ky.	*571,216*	*21,497*	*22.2*	*26.4*	*16.4*	*9.8*	*.0205*
• Ashland	*299,365*	*19,314*	*23.3*	*24.2*	*13.9*	*10.5*	*.0132*

W.VA. (cont.)

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Carter, Ky.	181,075	14,117	27.4	24.0	8.1	4.1	.0062
Greenup, Ky.	353,895	21,012	23.8	32.5	13.3	6.5	.0102
Lawrence, Ohio	633,492	21,235	22.7	29.1	15.0	8.5	.0187
SUBURBAN TOTAL	2,278,862	20,001	24.2	28.9	14.0	7.2	.0706
PARKERSBURG–MARIETTA	**1,626,452**	**21,358**	**25.0**	**30.8**	**14.8**	**7.6**	**.0560**
Wood	967,138	21,179	24.8	30.5	14.3	7.9	.0350
• Parkersburg	395,810	17,832	27.0	27.6	10.8	6.5	.0174
Washington, Ohio	659,314	21,599	25.4	31.4	15.4	7.2	.0210
• *Marietta*	162,259	17,989	28.8	26.7	11.2	6.9	.0069
SUBURBAN TOTAL	1,068,383	23,437	23.5	33.1	17.1	8.2	.0317
STEUBENVILLE–WEIRTON	**1,630,952**	**23,722**	**21.4**	**29.5**	**18.3**	**9.3**	**.0491**
Brooke	265,923	22,000	23.7	35.2	14.1	5.1	.0082
Hancock	466,480	26,536	19.3	27.9	21.6	12.5	.0127
• Weirton	309,627	28,159	18.3	26.2	22.4	15.2	.0087
Jefferson, Ohio	898,549	23,122	21.5	28.7	18.2	9.1	.0282
• *Steubenville*	252,561	19,590	22.0	23.3	15.7	10.3	.0102
SUBURBAN TOTAL	1,068,764	23,672	21.9	31.9	18.0	7.6	.0302
WHEELING	**1,822,030**	**21,028**	**23.6**	**29.6**	**15.2**	**7.4**	**.0586**
Marshall	405,568	22,627	22.2	31.8	16.9	6.9	.0126
Ohio	591,927	18,460	25.4	26.8	12.6	7.4	.0192
• Wheeling	410,642	17,027	25.7	24.5	11.7	7.3	.0140
Belmont, Ohio	824,535	22,126	22.8	30.5	16.5	7.6	.0268
SUBURBAN TOTAL	1,411,388	22,246	22.9	31.1	16.4	7.4	.0446
OTHER COUNTIES							
Barbour	116,755	14,371	31.5	24.2	7.6	2.4	.0039
Berkeley	545,384	19,247	25.9	28.7	13.3	6.3	.0191
Boone	252,864	19,717	24.1	32.8	11.5	5.1	.0082
Braxton	111,904	15,020	28.1	24.0	9.1	4.4	.0046
Calhoun	61,176	13,127	30.8	22.0	6.7	2.7	.0020
Clay	76,737	14,062	29.0	23.8	6.7	2.6	.0025
Doddridge	46,053	12,317	33.5	19.0	5.4	2.0	.0014
Fayette	418,254	15,677	31.3	25.3	9.7	3.8	.0141
Gilmer	50,860	12,106	30.6	21.1	3.7	3.0	.0017
Grant	79,890	15,675	30.5	24.9	8.4	4.5	.0027
Greenbrier	307,968	15,594	30.2	25.9	8.0	4.9	.0112
Hampshire	120,600	14,437	32.2	23.6	7.2	3.6	.0041

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Hardy	76,775	15,564	31.3	26.6	8.1	2.6	.0026
Harrison	685,258	17,184	28.1	27.2	10.2	5.6	.0266
Jackson	220,839	19,572	22.3	31.3	12.9	4.9	.0077
Jefferson	324,056	18,963	30.1	29.4	11.9	5.8	.0104
Lewis	149,231	15,561	27.8	26.3	9.4	3.6	.0050
Lincoln	166,604	16,131	25.8	27.9	9.9	3.6	.0052
Logan	447,587	19,723	26.9	28.0	13.6	7.8	.0145
McDowell	292,262	14,198	30.2	25.3	7.2	3.1	.0102
Marion	611,081	18,769	27.4	27.8	13.3	6.0	.0200
Mason	204,976	16,338	29.0	27.5	8.6	3.9	.0064
Mercer	607,958	16,404	29.0	26.7	9.1	5.1	.0222
☐ Mineral	230,372	17,544	28.5	28.9	10.0	4.2	.0072
Mingo	256,190	14,564	27.1	24.5	8.7	3.9	.0093
Monongalia	787,276	17,721	26.8	23.9	12.2	9.0	.0267
Monroe	105,705	16,729	31.7	26.6	10.7	3.2	.0029
Morgan	99,449	15,546	28.4	27.7	7.6	3.7	.0031
Nicholas	273,281	19,785	26.4	27.6	14.3	7.7	.0092
Pendleton	54,220	13,554	35.5	22.9	6.1	1.5	.0020
Pleasants	63,919	17,802	26.1	30.9	10.0	3.5	.0021
Pocahontas	60,344	12,145	33.2	18.8	4.7	1.7	.0025
Preston	239,799	15,836	28.8	26.9	8.0	4.2	.0079
Raleigh	786,346	19,013	27.5	29.3	12.1	6.4	.0271
Randolph	227,751	15,611	30.9	25.4	7.8	4.4	.0083
Ritchie	80,202	13,142	32.2	21.2	6.7	2.1	.0029
Roane	114,535	15,027	30.2	26.2	7.3	3.5	.0042
Summers	110,873	14,301	28.2	24.0	8.2	5.0	.0035
Taylor	144,555	18,837	27.3	27.7	12.4	7.2	.0044
Tucker	58,397	12,726	32.4	21.3	5.7	1.7	.0019
Tyler	113,587	22,859	23.1	26.0	20.4	8.9	.0031
Upshur	184,797	15,959	29.4	26.9	8.6	3.5	.0068
Webster	88,645	14,830	29.9	25.3	7.7	4.0	.0028
Wetzel	172,257	18,173	23.1	30.6	12.1	3.5	.0064
Wirt	34,521	15,105	27.1	29.3	7.3	1.8	.0012
Wyoming	270,610	19,671	24.3	32.3	12.3	4.7	.0083
TOTAL METRO COUNTIES	**7,303,828**	**20,785**	**24.3**	**28.9**	**14.5**	**8.3**	**.2444**
TOTAL STATE	**17,606,160**	**18,179**	**26.8**	**27.6**	**11.9**	**6.3**	**.5973**

Wisconsin

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
APPLETON–OSHKOSH–NEENAH	**315.4**	**.1262**	**31.6**	**11.7**	**17.2**	**19.9**	**24.2**	**117.9**
Calumet	35.9	.0143	30.5	10.0	16.5	19.9	22.8	12.4
Outagamie	139.2	.0557	30.8	11.1	17.2	19.9	22.9	51.0
• Appleton	65.6	.0263	31.9	11.7	17.9	19.6	24.8	25.8
Winnebago	140.3	.0562	32.6	12.8	17.1	20.0	25.9	54.5
• Neenah	24.0	.0096	32.5	10.2	17.0	20.9	24.8	9.4
• Oshkosh	53.1	.0213	32.2	17.4	16.7	16.8	28.5	21.5
SUBURBAN TOTAL	172.7	.0690	31.1	10.2	16.8	20.9	22.6	61.2
EAU CLAIRE	**140.0**	**.0560**	**31.1**	**13.8**	**16.8**	**18.0**	**25.5**	**51.5**
Chippewa	54.5	.0218	32.4	9.1	16.1	18.8	27.1	19.4
Eau Claire	85.5	.0342	30.4	16.9	17.1	17.5	24.6	32.1
• Eau Claire	55.5	.0222	29.5	21.4	17.2	15.3	25.3	21.3
SUBURBAN TOTAL	84.5	.0338	32.2	8.9	16.4	19.8	25.6	30.2
GREEN BAY	**193.6**	**.0775**	**30.5**	**11.7**	**18.3**	**19.9**	**21.9**	**73.3**
Brown	193.6	.0775	30.5	11.7	18.3	19.9	21.9	73.3
• Green Bay	96.7	.0387	31.5	12.4	18.8	17.8	25.7	40.5
SUBURBAN TOTAL	96.9	.0388	29.4	10.9	17.7	22.0	18.1	32.8

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
APPLETON–OSHKOSH–NEENAH	**2,329,010**	**382,816**	**214,263**	**354,666**	**140,031**	**538,177**	**53,373**
Calumet	153,057	62,007	16,751	6,988	8,145	35,254	2,268
Outagamie	1,115,454	164,478	101,283	204,278	55,261	267,900	19,094
• Appleton	487,803	111,744	47,131	51,753	36,644	89,535	11,439
Winnebago	1,060,499	156,331	96,229	143,400	76,625	235,023	32,011
• Neenah	187,604	31,491	14,658	13,327	6,569	69,786	10,766
• Oshkosh	548,869	86,513	58,325	93,825	21,066	99,094	11,902
SUBURBAN TOTAL	1,104,734	153,068	94,149	195,761	75,752	279,762	19,266
EAU CLAIRE	**990,782**	**193,590**	**92,976**	**138,341**	**45,161**	**215,021**	**18,217**
Chippewa	392,261	69,828	30,640	32,740	6,764	147,126	6,136
Eau Claire	598,521	123,762	62,336	105,601	38,397	67,895	12,081
• Eau Claire	529,390	118,308	58,416	105,116	34,683	44,903	8,477
SUBURBAN TOTAL	461,392	75,282	34,560	33,225	10,478	170,118	9,740
GREEN BAY	**1,632,102**	**264,092**	**144,939**	**319,146**	**101,200**	**377,807**	**21,514**
Brown	1,632,102	264,092	144,939	319,146	101,200	377,807	21,514
• Green Bay	990,282	195,532	89,559	176,291	65,249	181,266	16,748
SUBURBAN TOTAL	641,820	68,560	55,380	142,855	35,951	196,541	4,766

WISC. (cont.)

POPULATION—12/31/89

RETAIL SALES BY STORE GROUP—1989

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
JANESVILLE-BELOIT	**139.2**	**.0557**	**32.3**	**10.4**	**16.7**	**21.1**	**24.4**	**52.8**	**1,035,581**	**217,775**	**99,639**	**142,074**	**38,979**	**244,688**	**31,755**
Rock	139.2	.0557	32.3	10.4	16.7	21.1	24.4	52.8	1,035,581	217,775	99,639	142,074	38,979	244,688	31,755
• Beloit	34.9	.0140	31.7	11.8	16.7	18.5	26.0	13.7	349,246	93,787	32,369	49,894	10,261	72,460	11,453
• Janesville	52.7	.0211	31.6	10.8	17.5	21.2	22.9	20.7	548,685	97,347	49,650	86,900	24,784	140,411	15,847
SUBURBAN TOTAL	51.6	.0206	33.5	9.0	15.7	22.7	25.0	18.4	137,650	26,641	17,620	5,280	3,934	31,817	4,455
KENOSHA	**122.8**	**.0492**	**32.8**	**10.7**	**16.7**	**20.8**	**25.4**	**44.9**	**677,549**	**111,278**	**78,402**	**64,223**	**26,304**	**110,015**	**17,590**
Kenosha	122.8	.0492	32.8	10.7	16.7	20.8	25.4	44.9	677,549	111,278	78,402	64,223	26,304	110,015	17,590
• Kenosha	76.4	.0306	32.5	11.5	16.9	19.2	26.6	28.7	486,078	86,285	59,582	31,335	24,333	80,648	13,232
SUBURBAN TOTAL	46.4	.0186	33.2	9.3	16.2	23.5	23.6	16.2	191,471	24,993	18,820	32,888	1,971	29,367	4,358
LA CROSSE	**96.5**	**.0386**	**31.1**	**15.9**	**17.3**	**17.8**	**25.4**	**36.8**	**798,418**	**127,176**	**94,642**	**130,656**	**50,274**	**191,120**	**16,470**
La Crosse	96.5	.0386	31.1	15.9	17.3	17.8	25.4	36.8	798,418	127,176	94,642	130,656	50,274	191,120	16,470
• La Crosse	49.7	.0199	31.7	22.2	14.6	14.7	30.4	20.2	642,922	87,750	77,757	115,835	37,533	155,788	13,062
SUBURBAN TOTAL	46.8	.0187	30.7	9.3	20.0	21.1	20.2	16.6	155,496	39,426	16,885	14,821	12,741	35,332	3,408
MADISON	**353.9**	**.1416**	**30.3**	**15.5**	**22.3**	**19.6**	**20.0**	**143.9**	**3,083,854**	**510,131**	**292,395**	**365,575**	**244,322**	**679,293**	**74,435**
Dane	353.9	.1416	30.3	15.5	22.3	19.6	20.0	143.9	3,083,854	510,131	292,395	365,575	244,322	679,293	74,435
• Madison	179.8	.0720	29.8	20.1	23.1	17.6	20.5	76.4	1,923,339	333,815	205,016	317,453	119,597	386,749	53,892
SUBURBAN TOTAL	174.1	.0696	30.9	10.8	21.5	21.7	19.4	67.5	1,160,515	176,316	87,379	48,122	124,725	292,544	20,543
MILWAUKEE	**1,404.4**	**.5621**	**32.9**	**10.5**	**17.6**	**20.5**	**25.8**	**544.1**	**10,484,091**	**2,047,232**	**1,005,487**	**1,323,458**	**678,560**	**2,387,531**	**363,878**
Milwaukee	932.9	.3734	33.2	11.4	17.8	18.5	28.3	381.4	6,896,301	1,378,695	724,049	924,918	473,348	1,371,695	268,694
• Milwaukee	603.7	.2416	31.9	12.4	18.4	16.8	27.6	249.6	3,512,920	796,938	469,333	412,988	208,654	556,404	153,353
Wauwatosa	49.8	.0199	39.6	8.2	15.4	19.8	36.4	20.3	760,586	80,771	53,190	105,355	62,185	201,771	22,598
West Allis	64.3	.0257	36.6	10.8	16.7	17.8	34.2	28.0	720,356	130,225	51,662	96,257	47,180	229,565	21,173
Ozaukee	73.4	.0294	33.3	8.8	16.3	24.6	22.5	26.1	460,054	92,071	39,151	17,918	19,176	145,833	15,060
Washington	94.6	.0378	31.0	9.0	18.0	22.7	20.1	32.2	523,181	123,659	46,070	57,039	19,722	113,435	15,138
Waukesha	303.5	.1215	32.5	8.8	16.9	25.2	20.6	104.4	2,604,555	452,807	196,217	323,583	166,314	756,568	64,986
• Waukesha	54.5	.0218	29.9	12.5	20.8	20.0	19.3	20.8	778,197	105,297	50,279	96,055	70,824	295,148	20,999
SUBURBAN TOTAL	746.2	.2987	34.1	8.9	16.5	23.6	24.9	273.7	6,192,974	1,144,997	485,875	814,415	399,082	1,535,979	189,526
MILWAUKEE-RACINE CONSOLIDATED AREA	***1,578.7***	***.6319***	***32.8***	***10.5***	***17.4***	***20.6***	***25.7***	***608.9***	***11,760,643***	***2,266,287***	***1,116,736***	***1,496,995***	***744,645***	***2,729,026***	***406,813***
RACINE	**174.3**	**.0698**	**32.2**	**10.0**	**17.0**	**20.9**	**24.3**	**64.8**	**1,276,552**	**219,055**	**111,249**	**173,537**	**66,085**	**341,495**	**42,935**
Racine	174.3	.0698	32.2	10.0	17.0	20.9	24.3	64.8	1,276,552	219,055	111,249	173,537	66,085	341,495	42,935
• Racine	81.8	.0327	32.0	10.7	17.5	17.9	27.0	33.0	693,307	152,870	68,866	148,358	45,550	73,766	29,222
SUBURBAN TOTAL	92.5	.0371	32.3	9.3	16.6	23.7	21.8	31.8	583,245	66,185	42,383	25,179	20,535	267,729	13,713
SHEBOYGAN	**103.9**	**.0416**	**33.7**	**9.8**	**16.2**	**19.4**	**28.6**	**39.0**	**650,027**	**137,579**	**52,524**	**109,915**	**18,647**	**144,930**	**18,159**
Sheboygan	103.9	.0416	33.7	9.8	16.2	19.4	28.6	39.0	650,027	137,579	62,524	109,915	18,647	144,930	18,159
• Sheboygan	48.1	.0193	34.9	10.2	15.8	17.7	32.1	19.5	406,142	90,459	40,150	92,699	12,192	71,631	14,333
SUBURBAN TOTAL	55.8	.0223	32.8	9.4	16.5	20.8	25.5	19.5	243,885	47,120	22,374	17,216	6,455	73,299	3,826
WAUSAU	**114.4**	**.0458**	**31.9**	**10.1**	**17.0**	**20.2**	**24.6**	**42.1**	**785,007**	**141,055**	**60,198**	**143,364**	**37,297**	**182,004**	**9,091**
Marathon	114.4	.0458	31.9	10.1	17.0	20.2	24.6	42.1	785,007	141,055	60,198	143,364	37,297	182,004	9,091
• Wausau	33.8	.0135	35.2	11.4	16.3	18.0	32.3	14.6	464,330	71,099	30,686	108,064	25,461	95,080	7,851
SUBURBAN TOTAL	80.6	.0323	30.7	9.5	17.3	21.1	21.4	27.5	320,677	69,956	29,512	35,300	11,836	86,924	1,240

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WISC. (cont.)

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	 25-34 Years	 35-49 Years	 50 & Over	Households (Thousands)
OTHER COUNTIES								
Adams	14.0	.0056	38.5	7.8	14.9	19.7	35.3	5.3
Ashland	16.5	.0066	35.2	10.0	14.2	16.8	33.5	6.4
Barron	41.7	.0167	34.9	9.4	14.7	18.3	31.5	16.1
Bayfield	14.5	.0058	36.6	7.2	14.9	19.0	33.1	5.6
Buffalo	14.3	.0057	35.2	8.9	14.1	19.1	31.2	5.6
Burnett	14.3	.0058	39.1	7.0	13.1	18.8	36.6	5.5
Clark	33.9	.0136	34.3	8.1	13.9	18.2	30.8	12.1
Columbia	47.8	.0191	35.5	8.2	15.4	20.2	30.6	18.4
Crawford	16.6	.0067	34.2	8.1	14.9	18.2	30.5	6.1
Dodge	76.5	.0307	33.6	9.5	16.3	19.9	27.9	27.2
Door	27.3	.0109	34.9	9.5	16.0	17.7	32.0	10.9
☐ Douglas	42.1	.0168	33.5	11.2	16.4	17.9	29.7	16.6
• Superior	27.1	.0108	33.5	12.9	16.5	16.4	31.1	11.3
Dunn	36.0	.0145	29.1	20.0	15.7	16.4	24.4	12.4
Florence	4.2	.0017	37.2	7.3	13.1	19.3	33.8	1.4
Fond du Lac	91.5	.0366	32.6	10.4	16.4	19.2	26.9	33.0
Forest	9.4	.0037	35.2	9.1	12.9	18.2	32.1	3.4
Grant	51.7	.0207	30.7	14.9	14.3	17.4	26.5	18.0
Green	31.8	.0128	33.7	8.8	16.6	19.0	28.8	12.4
Green Lake	19.0	.0076	37.2	7.8	14.2	18.5	34.5	7.6
Iowa	20.6	.0082	32.7	9.2	16.0	18.1	28.2	7.8
Iron	6.4	.0026	41.1	8.0	13.1	17.2	40.2	2.7
Jackson	16.9	.0067	35.5	8.2	14.8	19.0	31.7	6.5
Jefferson	69.2	.0277	33.0	11.4	16.1	20.1	26.6	25.5
Juneau	22.2	.0089	36.2	7.9	13.6	19.0	32.7	8.8
Kewaunee	19.7	.0079	32.9	9.6	15.0	17.8	29.0	6.9
Lafayette	16.6	.0066	33.2	9.6	14.3	18.5	28.9	6.2
Langlade	19.9	.0080	35.8	8.2	13.5	18.2	33.0	7.6
Lincoln	29.3	.0117	35.6	8.6	13.8	20.2	30.7	11.2
Manitowoc	82.0	.0328	33.7	9.6	15.8	19.0	28.8	30.4
Marinette	41.8	.0168	35.8	8.5	14.2	19.1	32.0	16.3
Marquette	13.9	.0055	39.6	7.1	12.9	18.3	37.6	5.7
Menominee	4.3	.0017	23.5	10.8	13.3	17.4	17.0	1.0
Monroe	37.8	.0152	34.1	8.5	15.2	19.4	29.3	14.0
Oconto	31.8	.0127	34.9	8.3	14.3	19.2	30.7	12.2
Oneida	33.2	.0133	36.7	8.3	14.8	20.9	31.7	13.3
Pepin	7.5	.0030	34.1	9.2	14.2	17.3	31.5	2.9
Pierce	34.0	.0136	29.5	16.1	16.7	18.0	22.8	11.7
Polk	35.5	.0142	34.6	8.1	15.5	18.7	30.7	13.6
Portage	60.5	.0242	28.7	17.8	17.2	17.6	21.6	20.8
Price	16.3	.0065	36.9	7.2	13.5	18.4	34.0	6.4
Richland	17.5	.0070	34.9	9.1	15.2	17.6	32.2	6.7
Rusk	15.8	.0064	34.2	8.9	14.4	17.2	31.7	5.8
☐ St. Croix	50.0	.0200	31.1	9.8	17.6	21.0	22.2	17.5
Sauk	46.5	.0186	34.7	8.5	15.5	19.3	30.3	18.2
Sawyer	14.9	.0059	38.0	7.1	13.3	19.3	34.8	5.7
Shawano	38.7	.0155	36.1	8.0	13.4	19.1	32.4	14.5
Taylor	19.1	.0077	32.5	9.8	14.4	17.9	28.4	6.7
Trempealeau	26.2	.0104	35.5	7.9	14.7	18.5	32.2	9.7
Vernon	26.7	.0107	37.2	7.6	14.2	18.9	34.2	10.3
Vilas	19.0	.0076	40.9	6.4	13.0	19.7	38.7	7.8
Walworth	74.7	.0299	32.9	13.3	15.6	19.6	27.2	28.3
Washburn	14.6	.0059	37.1	7.2	14.2	18.7	34.2	5.8
Waupaca	45.8	.0184	36.5	8.2	14.4	18.3	33.6	17.0
Waushara	20.9	.0083	38.1	7.5	13.9	18.9	35.2	8.5
Wood	79.8	.0319	32.3	10.1	16.2	19.6	26.1	30.2
TOTAL METRO COUNTIES	**3,250.5**	**1.3009**	**32.1**	**11.5**	**17.7**	**20.1**	**24.7**	**1,245.2**
TOTAL STATE	**4,891.1**	**1.9577**	**32.7**	**11.0**	**16.9**	**19.7**	**26.4**	**1,859.3**

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish/Appliance ($000)	Automotive ($000)	Drug ($000)
OTHER COUNTIES							
Adams	29,824	11,827	3,360	568	295	5,305	981
Ashland	117,761	26,677	11,592	10,873	3,575	28,120	3,489
Barron	244,146	40,172	22,358	23,049	7,389	65,732	7,451
Bayfield	46,740	10,785	10,640	217	700	3,083	1,634
Buffalo	37,450	7,578	5,409	115	1,029	5,104	1,410
Burnett	63,015	17,443	7,545	3,181	478	13,835	522
Clark	104,007	30,130	10,179	3,052	2,753	30,344	2,974
Columbia	291,687	55,760	30,271	8,599	6,831	73,606	8,496
Crawford	101,854	17,912	11,215	10,551	2,315	29,846	1,993
Dodge	332,388	72,152	34,596	51,985	8,213	64,815	6,293
Door	198,969	44,719	30,610	13,517	5,829	37,143	4,228
☐ Douglas	275,029	49,020	32,396	34,951	4,858	62,707	8,631
• Superior	241,388	42,932	26,678	34,304	4,062	57,673	8,462
Dunn	151,800	35,639	17,371	29,836	3,332	26,788	4,396
Florence	13,085	1,751	2,062	22	84	2,821	599
Fond du Lac	570,618	95,776	58,046	108,076	17,404	144,072	18,212
Forest	28,284	13,587	3,153	476	390	1,722	762
Grant	[illegible]39,829	57,384	24,074	22,789	8,722	54,952	5,474
Green	372,063	42,262	14,623	24,090	5,330	61,828	3,909
Green Lake	80,912	18,712	9,172	1,892	2,431	23,620	2,060
Iowa	484,019	19,596	13,141	6,845	5,633	14,693	2,887
Iron	37,841	14,555	3,645	214	518	3,266	939
Jackson	74,849	15,987	8,568	1,137	716	14,062	841
Jefferson	370,873	85,203	44,102	60,669	14,994	67,027	8,209
Juneau	99,341	16,395	9,589	3,296	3,010	15,394	2,663
Kewaunee	76,160	18,411	8,308	598	3,511	23,019	1,440
Lafayette	48,163	11,625	3,110	307	1,605	10,069	2,121
Langlade	112,768	24,812	10,178	16,510	2,106	28,838	3,594
Lincoln	147,747	40,417	13,935	9,172	3,881	34,522	5,437
Manitowoc	380,279	96,580	36,088	58,359	13,948	80,774	9,505
Marinette	224,839	49,871	19,490	19,752	7,993	45,093	6,254
Marquette	39,168	10,190	7,139	1,253	434	7,044	470
Menominee	3,517	194	1,055	362	11	28	1
Monroe	205,113	48,859	21,914	30,152	8,625	35,647	4,154
Oconto	118,884	36,357	14,534	2,093	2,776	27,854	2,472
Oneida	251,514	49,839	25,554	23,545	9,026	62,330	4,672
Pepin	37,639	8,031	4,175	335	2,111	13,816	1,065
Pierce	155,200	35,152	21,761	1,120	6,628	34,518	6,838
Polk	168,008	42,762	20,814	2,894	6,796	27,264	6,364
Portage	402,001	68,241	47,113	62,704	19,767	72,648	4,778
Price	68,964	22,294	4,585	1,488	2,207	13,878	2,129
Richland	88,138	20,777	5,452	1,072	2,205	26,295	2,419
Rusk	55,564	16,825	4,751	1,571	1,239	4,959	2,840
☐ St. Croix	289,876	59,800	26,156	27,079	6,025	83,319	3,613
Sauk	329,018	84,310	43,761	28,351	7,629	57,320	7,724
Sawyer	98,421	34,476	9,601	1,769	2,110	13,791	1,604
Shawano	164,793	46,621	19,122	10,768	5,640	29,599	5,300
Taylor	78,254	20,406	7,471	1,504	3,973	18,087	1,699
Trempealeau	134,694	28,010	10,274	2,026	953	50,488	2,819
Vernon	90,405	21,731	7,267	2,159	7,401	16,975	2,592
Vilas	147,306	41,965	18,181	3,107	5,604	22,077	3,386
Walworth	462,798	98,653	63,060	38,509	10,317	90,407	13,597
Washburn	121,800	33,371	10,311	4,041	3,582	35,826	6,421
Waupaca	249,062	66,645	28,503	19,150	9,222	61,353	6,702
Waushara	76,154	17,832	6,658	1,391	1,172	19,417	926
Wood	713,799	119,054	42,487	121,151	25,619	155,927	6,991
TOTAL METRO COUNTIES	**24,307,878**	**4,460,599**	**2,315,266**	**3,326,985**	**1,457,743**	**5,558,107**	**679,661**
TOTAL STATE	**33,649,403**	**6,426,912**	**3,237,239**	**4,179,247**	**1,737,805**	**7,465,148**	**896,397**

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WISC. (cont.)

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
APPLETON–OSHKOSH–NEENAH	**4,023,194**	**27,573**	**20.7**	**32.1**	**20.2**	**13.7**	**.1269**
Calumet	446,885	29,757	19.0	32.3	22.5	15.4	.0123
Outagamie	1,795,409	28,628	18.9	33.1	21.1	14.4	.0579
• Appleton	910,869	28,202	19.7	32.1	20.7	14.4	.0276
Winnebago	1,780,900	25,962	22.8	31.1	18.9	12.6	.0567
• Neenah	330,551	28,373	19.1	33.0	20.7	14.9	.0102
• Oshkosh	636,594	21,832	27.6	29.1	14.6	10.3	.0235
SUBURBAN TOTAL	2,145,180	28,979	19.0	32.8	22.0	14.4	.0636
EAU CLAIRE	**1,543,159**	**22,417**	**26.2**	**29.1**	**15.8**	**10.5**	**.0519**
Chippewa	636,432	25,094	23.7	29.3	17.4	14.0	.0208
Eau Claire	906,727	20,885	27.8	28.8	14.9	8.4	.0311
• Eau Claire	586,602	19,824	29.0	28.0	13.9	7.7	.0226
SUBURBAN TOTAL	956,557	24,255	24.2	29.8	17.2	12.4	.0293
GREEN BAY	**2,340,910**	**25,919**	**21.1**	**33.3**	**18.5**	**11.2**	**.0795**
Brown	2,340,910	25,919	21.1	33.3	18.5	11.2	.0795
• Green Bay	1,159,070	22,735	24.1	32.8	14.9	8.6	.0426
SUBURBAN TOTAL	1,181,840	29,637	17.5	34.0	22.9	14.4	.0369
JANESVILLE–BELOIT	**1,787,572**	**28,139**	**19.4**	**30.5**	**20.6**	**14.4**	**.0565**
Rock	1,787,572	28,139	19.4	30.5	20.6	14.4	.0565
• Beloit	424,686	24,791	21.4	28.3	18.4	12.4	.0153
• Janesville	708,168	28,816	18.8	32.1	20.8	14.5	.0246
SUBURBAN TOTAL	654,718	29,514	18.7	30.1	22.3	15.6	.0166
KENOSHA	**1,874,026**	**34,403**	**16.3**	**23.8**	**21.5**	**27.5**	**.0501**
Kenosha	1,874,026	34,403	16.3	23.8	21.5	27.5	.0501
• Kenosha	1,143,064	32,477	17.6	24.5	21.1	24.7	.0320
SUBURBAN TOTAL	730,962	37,668	14.2	22.3	22.2	32.5	.0181
LA CROSSE	**1,205,544**	**24,478**	**23.6**	**29.5**	**17.7**	**12.6**	**.0400**
La Crosse	1,205,544	24,478	23.6	29.5	17.7	12.6	.0400
• La Crosse	603,960	20,977	26.7	26.6	14.7	10.8	.0244
SUBURBAN TOTAL	601,584	28,574	19.7	33.3	21.3	14.8	.0156
MADISON	**5,232,635**	**28,138**	**20.9**	**27.5**	**19.7**	**18.1**	**.1616**
Dane	5,232,635	28,138	20.9	27.5	19.7	18.1	.1616
• Madison	2,656,810	25,318	22.7	26.2	17.0	17.2	.0883
SUBURBAN TOTAL	2,575,825	30,785	18.8	29.4	22.7	19.1	.0733
MILWAUKEE	**20,866,517**	**30,651**	**18.2**	**26.7**	**21.2**	**20.9**	**.6127**
Milwaukee	13,353,393	27,407	20.7	27.3	19.4	17.0	.3980
• Milwaukee	7,874,880	24,443	22.7	27.5	18.0	13.3	.2293
Wauwatosa	891,901	34,912	16.8	25.3	23.0	26.8	.0308
West Allis	969,556	28,390	20.3	30.8	20.9	15.5	.0325
Ozaukee	1,194,524	37,224	13.1	25.4	24.7	29.5	.0322
Washington	1,186,031	31,111	16.1	32.6	24.5	16.3	.0349
Waukesha	5,132,569	40,823	11.3	22.2	26.0	34.6	.1476
• Waukesha	840,154	34,263	15.7	26.7	25.4	23.0	.0307
SUBURBAN TOTAL	12,151,483	35,863	14.3	25.7	23.9	27.7	.3527

EFFECTIVE BUYING INCOME—1989

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MILWAUKEE–RACINE CONSOLIDATED AREA	***23,157,104***	***30,490***	***18.3***	***26.9***	***21.3***	***20.4***	***.6837***
RACINE	**2,290,587**	**29,258**	**18.2**	**29.5**	**22.3**	**16.0**	**.0710**
Racine	2,290,587	29,258	18.2	29.5	22.3	16.0	.0710
• Racine	1,044,747	25,804	21.1	29.3	20.1	12.1	.0345
SUBURBAN TOTAL	1,245,840	32,484	15.1	29.8	24.6	20.0	.0365
SHEBOYGAN	**1,404,175**	**29,355**	**19.6**	**29.9**	**22.0**	**16.1**	**.0411**
Sheboygan	1,404,175	29,355	19.6	29.9	22.0	16.1	.0411
• Sheboygan	653,504	26,940	21.7	29.2	19.7	14.1	.0209
SUBURBAN TOTAL	750,671	31,532	17.6	30.4	24.3	18.2	.0202
WAUSAU	**1,296,303**	**24,838**	**22.0**	**32.6**	**17.7**	**10.3**	**.0426**
Marathon	1,296,303	24,838	22.0	32.6	17.7	10.3	.0426
• Wausau	429,138	22,234	23.3	28.6	15.8	10.0	.0173
SUBURBAN TOTAL	867,165	25,950	21.4	34.6	18.7	10.5	.0253
OTHER COUNTIES							
Adams	151,791	21,223	27.4	27.8	14.7	10.1	.0039
Ashland	153,871	17,806	31.2	27.6	11.1	5.5	.0057
Barron	415,069	19,469	28.9	29.3	12.5	6.7	.0139
Bayfield	135,956	17,974	30.2	26.6	12.3	6.0	.0041
Buffalo	152,077	19,701	29.0	27.8	12.2	9.2	.0041
Burnett	139,170	18,629	30.4	28.1	11.0	7.1	.0044
Clark	297,744	18,090	29.0	27.6	10.3	6.9	.0092
Columbia	535,595	23,275	24.2	31.9	16.7	9.1	.0170
Crawford	152,437	17,570	30.7	27.0	9.6	7.0	.0054
Dodge	869,521	25,470	22.4	32.6	18.2	11.6	.0252
Door	320,942	22,371	26.3	33.0	13.5	9.6	.0106
☐ Douglas	473,682	22,249	24.3	28.6	16.3	9.7	.0153
• Superior	321,214	21,387	24.9	26.7	15.7	10.3	.0113
Dunn	321,906	18,250	30.5	28.1	10.5	6.7	.0104
Florence	41,610	21,667	25.8	25.5	14.8	12.7	.0012
Fond du Lac	1,108,595	27,144	21.4	31.8	20.3	13.0	.0341
Forest	83,524	18,598	32.7	28.8	10.7	5.6	.0026
Grant	513,946	21,005	25.8	29.5	13.3	9.5	.0161
Green	383,180	23,368	24.5	30.4	16.1	11.2	.0149
Green Lake	207,139	20,814	28.4	30.7	13.2	8.0	.0061
Iowa	179,629	17,144	32.4	28.6	7.3	5.7	.0127
Iron	50,641	13,905	35.1	24.1	4.9	2.4	.0020
Jackson	160,274	18,433	28.4	28.5	12.0	5.2	.0051
Jefferson	815,266	25,425	21.9	32.8	18.4	11.0	.0243
Juneau	228,791	19,113	29.7	28.4	11.1	8.1	.0071
Kewaunee	207,227	23,168	24.8	30.1	15.8	10.9	.0060
Lafayette	166,050	20,747	26.8	30.1	13.5	8.2	.0047
Langlade	200,815	19,511	28.5	28.3	11.5	8.9	.0066
Lincoln	293,503	19,771	28.9	31.2	11.8	6.4	.0094
Manitowoc	909,012	24,059	23.9	33.3	16.8	9.2	.0270

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WISC. (cont.)

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hsls. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Marinette	419,329	20,009	26.5	30.7	13.3	6.0	.0136
Marquette	127,161	16,692	31.4	28.1	7.5	5.0	.0038
Menominee	26,656	21,630	32.6	35.3	12.1	7.0	.0007
Monroe	416,956	22,255	25.6	30.4	14.6	10.0	.0129
Oconto	318,875	19,918	28.4	29.0	13.6	7.2	.0095
Oneida	353,021	20,452	29.4	31.0	13.6	6.4	.0123
Pepin	80,673	21,242	25.8	30.2	13.6	9.0	.0024
Pierce	385,062	24,987	23.1	30.8	16.1	13.7	.0113
Polk	345,150	19,268	28.4	29.6	12.1	6.5	.0109
Portage	717,071	26,444	21.6	28.1	19.3	15.1	.0228
Price	168,663	19,519	26.6	27.0	14.3	7.7	.0051
Richland	180,042	20,089	27.6	30.3	11.8	8.1	.0057
Rusk	136,297	16,962	33.3	27.0	9.6	4.5	.0041
☐ St. Croix	637,519	29,888	18.2	28.1	21.8	18.1	.0188

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Sauk	531,580	22,179	26.1	32.0	14.7	8.6	.0176
Sawyer	125,046	15,804	31.4	25.7	8.9	4.3	.0047
Shawano	369,093	18,904	28.7	28.6	11.9	6.8	.0116
Taylor	173,724	19,012	29.8	28.6	11.4	7.5	.0055
Trempealeau	246,522	19,216	29.2	30.2	10.9	6.6	.0082
Vernon	261,687	18,167	28.1	26.1	11.8	7.6	.0077
Vilas	200,455	18,899	31.6	29.4	10.8	6.8	.0071
Walworth	947,805	25,850	22.1	29.2	19.5	13.2	.0284
Washburn	131,842	16,916	33.3	26.4	9.7	4.1	.0053
Waupaca	467,916	21,186	25.6	31.3	14.0	7.5	.0152
Waushara	197,194	16,911	31.1	27.4	9.2	5.0	.0060
Wood	990,649	26,161	21.6	29.6	19.1	13.7	.0339
TOTAL METRO COUNTIES	**44,975,823**	**28,689**	**19.7**	**28.3**	**20.4**	**17.7**	**1.3680**
TOTAL STATE	**62,489,573**	**26,105**	**21.8**	**29.0**	**18.4**	**14.8**	**1.9281**

Wyoming

POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
CASPER	**65.8**	**.0263**	**29.9**	**12.2**	**21.1**	**20.6**	**18.6**	**25.7**
Natrona	65.8	.0263	29.9	12.2	21.1	20.6	18.6	25.7
• Casper	44.0	.0176	30.7	12.2	21.0	20.5	20.4	17.5
SUBURBAN TOTAL	21.8	.0087	28.3	12.1	21.7	20.6	14.9	8.2
CHEYENNE	**74.3**	**.0298**	**31.0**	**11.7**	**19.1**	**21.0**	**21.4**	**30.1**
Laramie	74.3	.0298	31.0	11.7	19.1	21.0	21.4	30.1
• Cheyenne	53.9	.0216	32.3	10.7	18.9	20.8	24.1	22.8
SUBURBAN TOTAL	20.4	.0082	27.9	14.2	19.5	21.7	14.4	7.3
OTHER COUNTIES								
Albany	29.4	.0118	27.0	24.2	20.8	16.8	16.7	12.1
Big Horn	11.3	.0045	33.5	8.1	14.3	19.1	28.8	4.2
Campbell	32.8	.0131	26.5	13.9	24.6	19.6	9.6	11.7
Carbon	18.4	.0074	29.3	11.6	21.4	20.1	17.7	6.5
Converse	13.1	.0052	27.8	11.4	21.0	20.5	14.4	4.5
Crook	5.7	.0023	31.6	9.1	16.4	21.8	22.7	2.3
Fremont	34.4	.0138	29.7	10.7	19.1	21.4	18.5	12.3
Goshen	12.7	.0051	34.8	9.5	14.9	19.5	30.2	5.1
Hot Springs	5.5	.0022	35.1	8.9	15.6	18.7	31.5	2.2
Johnson	6.4	.0025	34.0	7.6	17.2	20.5	27.8	2.6
Lincoln	14.8	.0059	28.2	8.4	17.9	17.9	19.9	5.2
Niobrara	2.8	.0012	38.3	7.9	13.3	20.8	33.9	1.2
Park	23.9	.0095	32.5	10.4	17.1	21.7	24.1	9.1
Platte	10.1	.0041	31.3	9.4	19.9	21.1	21.4	4.2
Sheridan	25.2	.0101	32.7	9.1	19.2	19.4	26.1	10.0
Sublette	5.5	.0022	31.3	8.6	18.8	22.7	20.4	1.9
Sweetwater	43.0	.0172	27.7	12.0	22.3	19.6	14.2	15.7
Teton	11.9	.0047	30.8	11.8	28.7	23.5	14.3	5.4
Uinta	19.0	.0076	27.1	11.8	21.2	17.3	16.0	6.4
Washakie	9.0	.0036	31.1	9.0	17.2	20.5	22.9	3.3
Weston	6.9	.0028	31.1	10.1	17.5	20.8	22.4	2.7
TOTAL METRO COUNTIES	**140.1**	**.0561**	**30.5**	**11.9**	**20.0**	**20.8**	**20.1**	**55.8**
TOTAL STATE	**481.9**	**.1929**	**29.8**	**11.9**	**20.1**	**20.1**	**19.4**	**184.4**

RETAIL SALES BY STORE GROUP—1989

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
CASPER	**455,624**	**97,641**	**40,323**	**58,229**	**25,884**	**116,099**	**5,281**
Natrona	455,624	97,641	40,323	58,229	25,884	116,099	5,281
• Casper	421,202	95,012	37,112	54,569	25,212	107,334	5,234
SUBURBAN TOTAL	34,422	2,629	3,211	3,660	672	8,765	47
CHEYENNE	**581,706**	**93,938**	**64,834**	**76,423**	**25,247**	**149,862**	**6,649**
Laramie	581,706	93,938	64,834	76,423	25,247	149,862	6,649
• Cheyenne	520,508	78,510	58,589	68,962	24,846	145,820	6,235
SUBURBAN TOTAL	61,198	15,428	6,245	7,461	401	4,042	414
OTHER COUNTIES							
Albany	182,085	37,195	24,460	11,872	8,082	35,902	5,866
Big Horn	24,529	8,561	3,859	876	1,048	2,302	1,206
Campbell	159,976	38,224	15,038	17,450	4,217	32,961	4,847
Carbon	92,712	23,704	10,449	6,493	1,736	14,011	3,132
Converse	49,021	11,515	5,128	3,730	1,085	9,482	1,618
Crook	16,438	3,758	2,771	984	111	580	413
Fremont	169,334	45,380	14,188	17,849	3,059	33,305	4,570
Goshen	50,336	12,135	6,082	5,575	599	6,009	1,811
Hot Springs	23,273	7,398	1,922	499	428	2,786	1,024
Johnson	26,240	4,312	2,718	988	1,055	593	973
Lincoln	54,060	11,036	4,221	2,675	924	13,749	1,340
Niobrara	13,065	2,172	1,419	477	59	2,040	178
Park	142,388	25,605	14,947	26,672	3,422	24,602	3,949
Platte	36,913	10,637	3,891	1,513	580	6,381	665
Sheridan	163,524	41,077	19,447	13,753	5,252	34,733	4,133
Sublette	19,007	7,030	2,977	1,089	455	666	232
Sweetwater	244,015	47,148	25,055	25,844	9,978	56,329	5,197
Teton	135,463	13,894	27,424	5,499	4,625	11,308	2,993
Uinta	94,261	24,799	7,609	6,679	1,544	14,591	922
Washakie	45,306	12,717	3,720	4,819	1,350	11,997	1,156
Weston	32,781	8,022	2,474	1,663	447	9,756	1,026
TOTAL METRO COUNTIES	**1,037,330**	**191,579**	**105,157**	**134,652**	**51,131**	**265,961**	**11,930**
TOTAL STATE	**2,812,057**	**587,898**	**304,956**	**291,651**	**101,187**	**590,044**	**59,181**

WYO. (cont.)

EFFECTIVE BUYING INCOME—1989

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
CASPER	**748,981**	**24,386**	**21.5**	**34.9**	**16.3**	**10.3**	**.0247**
Natrona	748,981	24,386	21.5	34.9	16.3	10.3	.0247
• Casper	514,115	24,615	21.1	33.2	17.1	10.8	.0187
SUBURBAN TOTAL	234,866	23,996	22.5	38.6	14.7	9.1	.0060
CHEYENNE	**738,984**	**19,045**	**28.3**	**28.2**	**13.0**	**6.6**	**.0274**
Laramie	738,984	19,045	28.3	28.2	13.0	6.6	.0274
• Cheyenne	554,131	19,168	27.2	28.4	13.1	6.7	.0218
SUBURBAN TOTAL	184,853	18,692	31.1	27.5	13.0	6.3	.0056
OTHER COUNTIES							
Albany	292,933	17,710	25.9	25.0	12.6	7.1	.0101
Big Horn	94,032	17,500	29.1	27.7	9.5	5.5	.0027
Campbell	417,779	31,564	17.6	31.8	26.0	16.4	.0117
Carbon	180,983	23,900	21.1	34.4	17.0	8.6	.0059
Converse	130,928	25,292	20.2	38.1	16.8	9.6	.0039
Crook	49,593	16,889	33.7	28.2	8.1	4.7	.0015
Fremont	300,599	21,166	26.5	35.4	12.3	5.5	.0102
Goshen	107,221	15,778	29.5	24.8	8.8	5.7	.0036
Hot Springs	58,313	21,468	23.0	29.2	15.9	8.3	.0017
Johnson	56,619	15,333	30.1	25.2	5.9	7.2	.0018
Lincoln	127,587	20,385	26.8	31.8	12.1	6.9	.0040
Niobrara	22,934	13,581	29.4	21.1	8.4	3.7	.0007
Park	236,899	21,073	26.6	31.3	12.6	8.3	.0080
Platte	92,621	19,452	27.1	35.9	8.9	3.5	.0029
Sheridan	285,255	23,187	23.1	28.8	18.3	9.1	.0093
Sublette	47,687	20,191	27.8	31.6	11.5	7.4	.0014
Sweetwater	498,229	27,625	17.8	36.0	22.6	10.9	.0153
Teton	142,156	20,339	29.5	30.2	12.0	8.9	.0054
Uinta	198,343	27,514	17.1	40.4	18.9	9.8	.0061
Washakie	91,801	23,078	25.0	32.6	15.1	9.9	.0029
Weston	82,878	27,656	20.5	33.2	19.8	10.7	.0025
TOTAL METRO COUNTIES	**1,487,965**	**21,773**	**25.2**	**31.1**	**14.6**	**8.3**	**.0521**
TOTAL STATE	**5,003,355**	**22,427**	**24.2**	**31.6**	**15.4**	**8.6**	**.1637**

ONE-FOURTH OF ALL AMERICANS WHO HAVE HEART ATTACKS DIE QUIETLY.

If you experience pressure, fullness, squeezing or pain in the center of your chest that lasts two minutes — or pain that spreads to your shoulders, neck or arms — or dizziness, fainting, sweating, nausea or shortness of breath — call the emergency medical service.

American Heart Association WE'RE FIGHTING FOR YOUR LIFE

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